

Influencer

Military Perceptions and Attitudes

Final Report

Prepared For:



Prepared By:



July, 2004



Objectives

The U.S. Army would like to better understand the attitudes and perceptions Parents and Indirect Influencers of Army prospects have about the military in general, and about the Army specifically, as a career choice.

- Assess the degree and nature of **influence** Parents and Indirect Influencers have on the prospects future career decisions
- Assess the attitudes Parents and Indirect Influencers have toward **various career choices**, specifically Military, College, Civilian Job
- Understand the **information sources** Parents' and Indirect Influencers' use for career choice recommendations
- Understand potential **motivators and barriers** toward Military Service as a career choice
- Assess Parents' and Indirect Influencers' **perceptions of the Army** as a career choice relative to other military branches
- Assess Guidance Counselors' attitudes and perceptions about the **ROTC program**
- **Evaluate all of the above by key target subgroups**



Methodology

- Interviewing conducted by **telephone**
- Average interview length = **40 min.**
- Dates of interviewing: **May 3 to June 5, 2004**
- Qualifications:
 - Parents have a child between **15 and 22 years old**
 - Guidance Counselor, Teacher, Coach interact on a regular basis (**2+ days per week**) with **high school juniors or seniors.**
 - Clergy interact on a regular basis with **young adults age 16-22** (**2+ days per week**)



Methodology (Cont.)

• Key subgroups interviewed:

Parents (n=660)

<u>Ethnicity</u>	<u>Parent</u>	<u>Prospect Gender</u>	<u>Prospect Life Stage</u>
White (216)	Mom (356)	Son (479)	High School (285)
African American (212)	Dad (304)	Daughter (181)	College (163)
Hispanic (232) (Bilingual /Spanish Dominant - 149/83)			Workforce/SODO (212)

Indirect Influencers.....Guidance Counselor (300), Teacher (156) Coach (96), Clergy (138)

<u>Ethnicity</u>				
White.....	Guidance Counselor (105)	Teacher (59)	Coach (33)	Clergy (46)
African American....	Guidance Counselor (101)	Teacher (63)	Coach (30)	Clergy (47)
Hispanic.....	Guidance Counselor (94)	Teacher (34)	Coach (33)	Clergy (45)

*Note: Data weighted to reflect U.S. Census proportions for ethnicity
(72% White, 13% African American, 15% Hispanics)*

Conclusions & Implications



Conclusions - Parents

Influence

- Parents believe they have a great deal of influence in their children's decisions.
- African American and Hispanic parents have more influence in their child's career decisions than do White parents.
- Influence is greatest for High School students, least for WF/SODO.
- African American moms have more influence than any other group.
- Bilingual Hispanic parents have more influence than Spanish-dominant parents.
- The primary sources for career-related information/influence are all people-related ("word of mouth").
- Parents recognize teachers and guidance counselors as key information sources/influencers.



Conclusions - Parents

Career Discussions

- In general, White parents are more directive in their discussions of career options. African American and Hispanic parents are more bi-polar in their approach.
- Discussions with High School kids are more directive than with College or WF/SODO kids.
- More White parents have discussed the military as a career option with their child. Hispanics are least likely to have discussed it.

Support of Military Career

- Overall, most parents would remain neutral or be supportive if their child decided to join the military.
- More African American parents are opposed to their child joining the military. However, along with Hispanics, they also have a higher proportion who support joining. White parents are more neutral.
- Dads are more supportive of their child joining the military than are moms.
- Parents of college kids are more opposed than parents of high school or WF/SODO kids.



Conclusions - **Parents** *(Continued)*

Preferred Career Choice

- 4-year college is by far parents' preferred choice for their child. College is perceived to deliver on many of the attributes considered important for the future.
- Although civilian jobs are preferred over military service as a career option, military service compares fairly well against civilian jobs, and especially 2-year college, on many of the attributes considered important for career decisions.

Motivators/Barriers

- Best reasons for joining the military: defend country (esp. Whites), discipline/maturity, help in paying for college, develop character/confidence.
- Safety/Exposure to being killed/wounded is the major concern in joining the military.
- Other top reasons for not joining: Have to put career plans on hold, loss of a normal lifestyle.
- African American and Hispanic parents have less trust of Military (women/racial discrimination, no one to watch their back)
- More African American parents have religious or moral beliefs against joining the military.



Conclusions - **Parents** *(Continued)*

Preferred Service Branch/Image

- The Army falls far below the Air Force as the preferred service branch in terms of a career choice among all ethnic groups.
- The Army's current image as a career choice relative to the other branches: ordinary, accepts anybody, last resort as a career choice, most exposure to being killed/wounded.



Implications - Parents

- Enhance marketing efforts toward parents (especially African Americans and Hispanic Parents)
- Concentrate efforts at High School students, much less to College students
- Make moms more comfortable with military as a career option
 - Special focus on African American moms
- Continue to reinforce and strengthen Army's positioning among bilingual Hispanics. Build awareness & familiarity among Spanish dominant households
- Explore ways to positively impact public opinion ("word of mouth")
- Improve African American and Hispanic parents' perceptions about discrimination in the military
- Don't fight college. Message: Army is a conduit to college education and better life
 - Career plans not put on hold, not a separate path
- Safety is the #1 barrier to joining the military, and moreso for the Army than other branches. Increase PR efforts to reassure public that Soldiers receive best training, equipment, technology, and support
- Improve risk/reward ratio (new value proposition) for joining the Army
- Improvement of Army's image as a career choice versus other branches is critical



Conclusions - Indirect Influencers

Influence on Prospects

- Guidance counselors spend the most time discussing career options/plans with students and have the most influence (across all ethnicities).
- Coaches and Clergy are more influential among African-Americans and Hispanics than among Whites.
- Guidance counselors are more directive in their discussions about career options.
- Guidance counselors have discussed the military as a career option with more students than have the other groups.
- Guidance counselors view financial success as more important, whereas teachers, coaches, and clergy tend to stress intangible values more

Influence on Parents

- Guidance counselors are most involved with parents about career decisions and have the most influence. Teachers are least involved in this regard.
- Clergy and coaches are more influential with African-American and Hispanic parents.



Conclusions - **Indirect Influencers** *(Continued)*

Preferred Career Choice

- College is by far the preferred choice among all groups. The military and civilian jobs are about equal.
- Support of decision to join the military is strongest for those who have difficulty paying for college and for those who need discipline.
- Overall, their support for kids joining the military does not differ between those who have done well in school and those who have not.

Motivators/Barriers

- Indirect influencers' reasons for joining and not joining the military are similar to Parents'.



Conclusions - Indirect Influencers *(Continued)*

Preferred Service Branch/Image

- The Army is far outdistanced by the Air Force as the preferred service branch in terms of a career choice.
- A third of guidance counselors do not have a preferred service branch.
- Indirect influencers' image of the Army as a career choice is similar to Parents' (ordinary, accepts anybody, last resort, exposure to being killed or wounded).
- Indirect influencers think the Army offers the most help in paying for college (relative to the other branches), and treats minorities more fairly.



Conclusions - **Indirect Influencers** *(Continued)*

ROTC *(Guidance Counselors Only):*

Discussions with Prospects

- Most have discussed the ROTC with students (esp. high for African-American kids). Hispanic kids are more likely to have initiated the discussion.
- They are most likely to initiate ROTC discussions with those showing prior interest, those needing college funding, and those with a parent who served in the military.
- They are less likely to discuss ROTC with those who have not excelled in high school vs. those who have.

Discussions with Parents

- The majority have talked to students' parents about the ROTC program. African-American students' parents have been talked to the most, Hispanic students' the least.



Conclusions - Indirect Influencers *(Continued)*

ROTC (Cont.)

ROTC Program Awareness/Image

- They are more favorable toward the ROTC than the enlisted program.
- Almost all are aware that you enter the Army as an officer after completing ROTC.
- Almost all are aware of the scholarship program, but only half are aware of the Nursing program.

Resource Materials

- Two-thirds have ROTC resource materials, and most feel they are good. Counselors of Hispanic students are least likely to have resource materials available and, in general, are least informed
- Most are aware of the Army websites, but only a fourth have used them to access ROTC information. Counselors of African-American students are most likely to have used them.
- They are interested in receiving all kinds of information about the ROTC program. Pamphlets are the preferred form to receive information, but interest is also high for posters, books, CDs, and videos.



Implications - Indirect Influencers

- Target Guidance Counselors
 - Coaches and Clergy as a secondary target for Hispanics and African Americans
- Don't fight college. Message: Army is a conduit to college education and better life
 - Career plans not put on hold, not a separate path
 - Improve risk/reward ratio (new value proposition) for joining the Army
- Improvement of Army's image as a career choice versus other branches is critical
- Increase Guidance Counselors' choice of Army as preferred military service option (1/3 undecided)
- **Specifically for ROTC**
- Encourage higher level of dialogue with Hispanic parents about ROTC
- Reinforce already positive position with counselors of African American students
- Increase awareness of Nursing program
- Send more materials and greater variety of materials
 - 1/3 need materials (especially Hispanics)
- Encourage use of website (already aware of it)

PARENTS

Detailed Findings

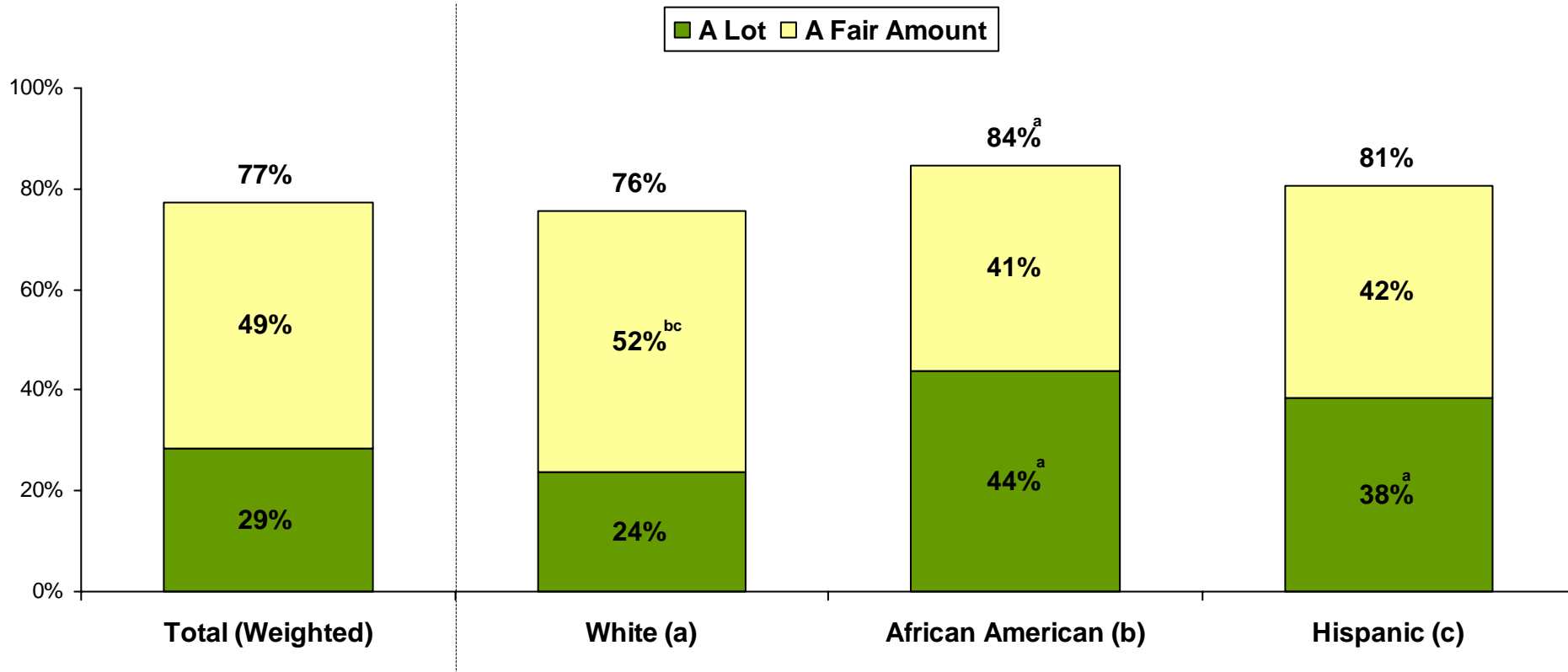
Influence



Amount of Influence Parent Has - Overall (By Total and Ethnicity)

Close
Hold

Q.6 Overall, how much influence do you think you have in your child's decisions about future plans and career choices?



Base: Total (Weighted) n=660, White n=216, African American n=212, Hispanic n=232
Letters indicate a significant difference at the 90% confidence level.

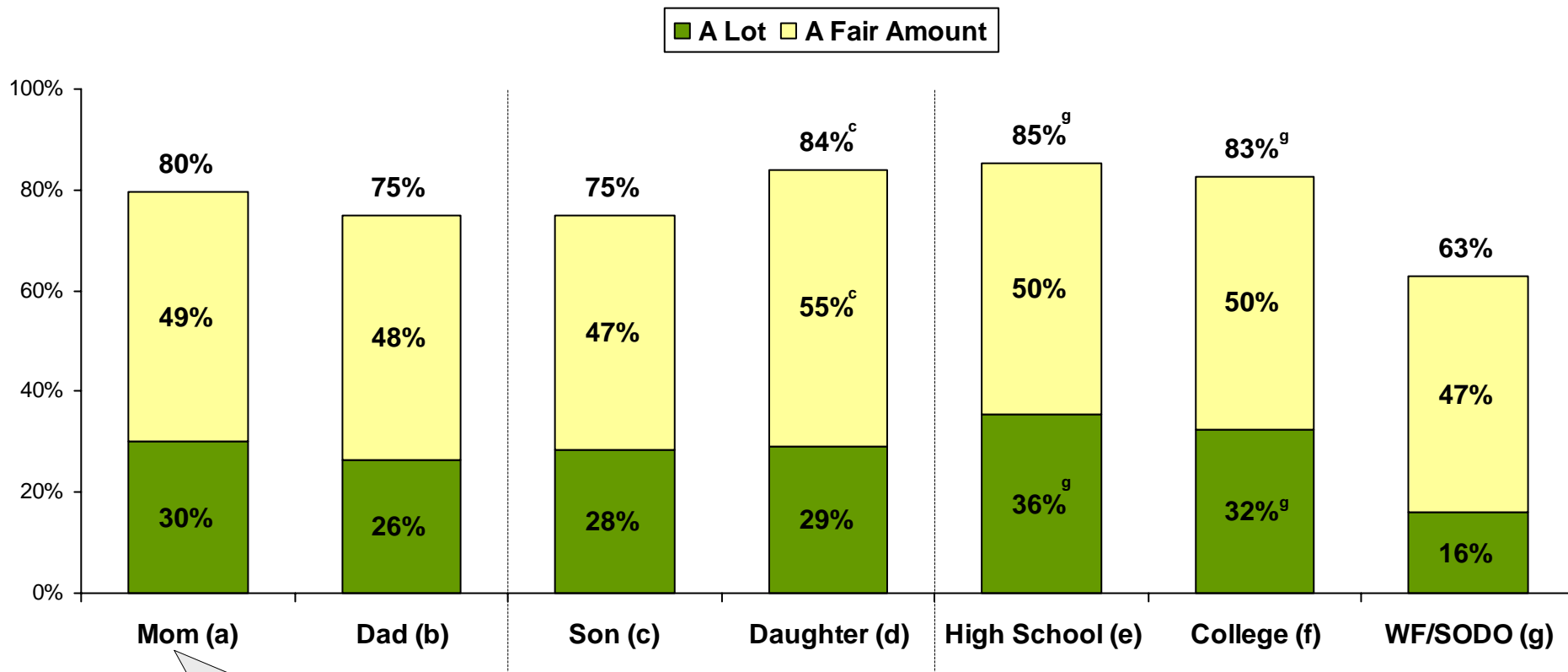


Amount of Influence Parent Has - Overall

(By Parents, Gender, Life Stage)

Close
Hold

Q.6 Overall, how much influence do you think you have in your child's decisions about future plans and career choices?



AA Moms more influential than White and Hispanic Moms

Base (All are Weighted): Mom n=356, Dad n=304, Son n=479, Daughter n=181,

High School n=285, College n=163, WF/SODO n=212

Letters indicate a significant difference at the 90% confidence level.



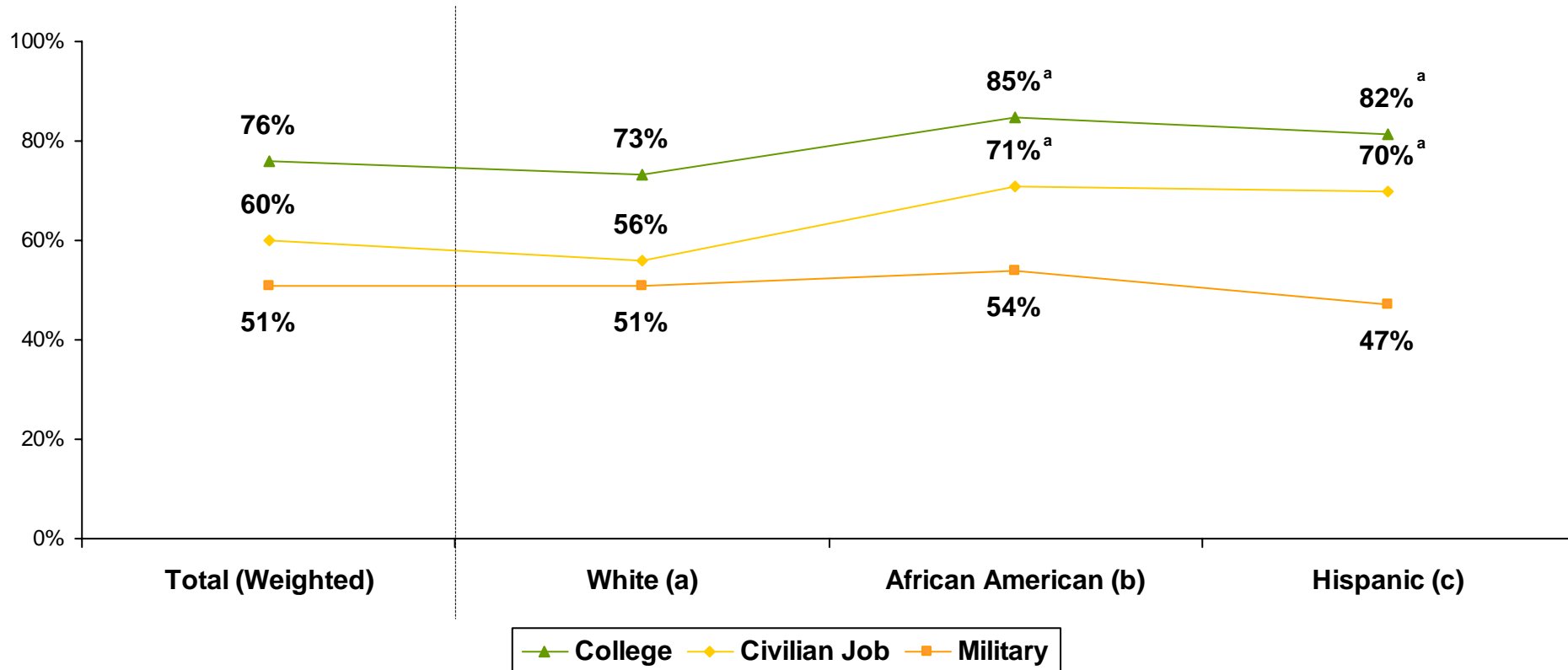
Amount of Influence Parent Has - By Career

(By Total and Ethnicity)

Close
Hold

Q.6A How much influence do you think you have or will have in your child's decisions about (college/civilian jobs/military service)?

% Rating "A Lot" or "A Fair Amount" of Influence



Base: Total (Weighted) n=660, White n=216, African American n=212, Hispanic n=232
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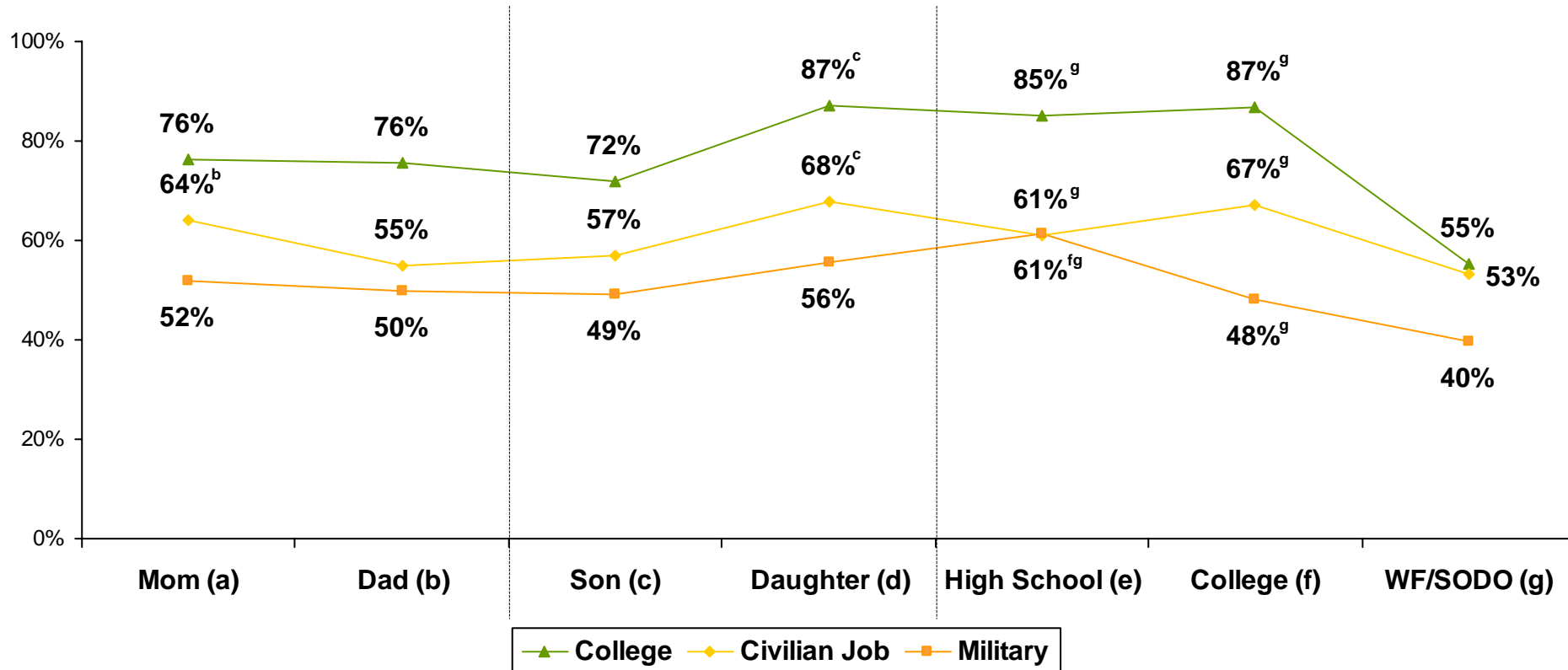
Amount of Influence Parent Has - By Career

(By Parents, Gender, Life Stage)

Close
Hold

Q.6A How much influence do you think you have or will have in your child's decisions about (college/civilian jobs/military service)?

% Rating "A Lot" or "A Fair Amount" of Influence



Base (All are Weighted): Mom n=356, Dad n=304, Son n=479, Daughter n=181,
High School n=285, College n=163, WF/SODO n=212

Letters indicate a significant difference at the 90% confidence level.



Amount of Influence Parent Has - Overall & By Career

(By Ethnicity For Parents, Gender)

Close
Hold

Q.6 Overall, how much influence do you think you have in your child's decisions about future plans and career choices?

Q.6A How much influence do you think you have or will have in your child's decisions about (college/civilian jobs/military service)?

Base: Total	<u>White</u>		<u>African American</u>		<u>Hispanic</u>		<u>White</u>		<u>African American</u>		<u>Hispanic</u>	
	<u>Mom</u>	<u>Dad</u>	<u>Mom</u>	<u>Dad</u>	<u>Mom</u>	<u>Dad</u>	<u>Son</u>	<u>Daughter</u>	<u>Son</u>	<u>Daughter</u>	<u>Son</u>	<u>Daughter</u>
	(116)	(100)	(111)	(101)	(132)	(100)	(158)	(58)	(154)	(58)	(161)	(71)
	%	%	%	%	%	%	%	%	%	%	%	%
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)
% A Lot or A Fair Amount of Influence	78	73	89 ^{dae}	79 ^b	81 ^a	80 ^b	72	85 ^g	84 ^g	85 ^h	81 ^g	80 ^h
A Lot	26	21	45 ^a	43 ^b	38 ^a	39 ^b	23	24	45 ^g	41 ^h	38 ^g	39 ^h
A Fair Amount	52	52 ^d	44	37	43	41	49	60 ^{jl}	40	43	43	41
% A Lot or A Fair Amount of Influence for ...												
College	73	73	87 ^a	82	80	83 ^b	68	88 ^g	84 ^g	88	81 ^g	83
Civilian Job	61	50	78 ^{dae}	63 ^b	67	73 ^b	53	66 ^g	70 ^g	74	69 ^g	72
Military Service	52	51	60 ^e	49	48	46	50	55	54 ^k	55	42	58 ^k



Amount of Influence Parent Has - Overall & By Career (By Ethnicity For Life Stage)

Close
Hold

Q.6 Overall, how much influence do you think you have in your child's decisions about future plans and career choices?

Q.6A How much influence do you think you have or will have in your child's decisions about (college/civilian jobs/military service)?

Base: Total	<u>White</u>			<u>African American</u>			<u>Hispanic</u>		
	<u>High School</u>	<u>College</u>	<u>Work Frce/ SODO</u>	<u>High School</u>	<u>College</u>	<u>Work Frce/ SODO</u>	<u>High School</u>	<u>College</u>	<u>Work Frce/ SODO</u>
	(89)	51	76	96	61	55	117	62	53
	%	%	%	%	%	%	%	%	%
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
<u>% A Lot or A Fair Amount of Influence</u>	84^c	82^c	61	90^f	84	76^c	86ⁱ	82ⁱ	66
A Lot	29 ^c	29 ^c	13	55 ^{efa}	41	27 ^c	45 ^{ia}	37	25
A Fair Amount	55 ^{dg}	53	47	34	43	49 ^d	41	45	42
<u>% A Lot or A Fair Amount of Influence for ...</u>									
College	83 ^c	86 ^c	53	92 ^{fa}	87 ^f	71 ^c	88 ⁱ	89 ⁱ	59
Civilian Job	56	67 ^c	49	75 ^a	67	67 ^c	69 ^a	69	72 ^c
Military Service	64 ^{bcd}	45	41	60 ^f	59 ^f	38	51 ⁱ	52 ⁱ	32

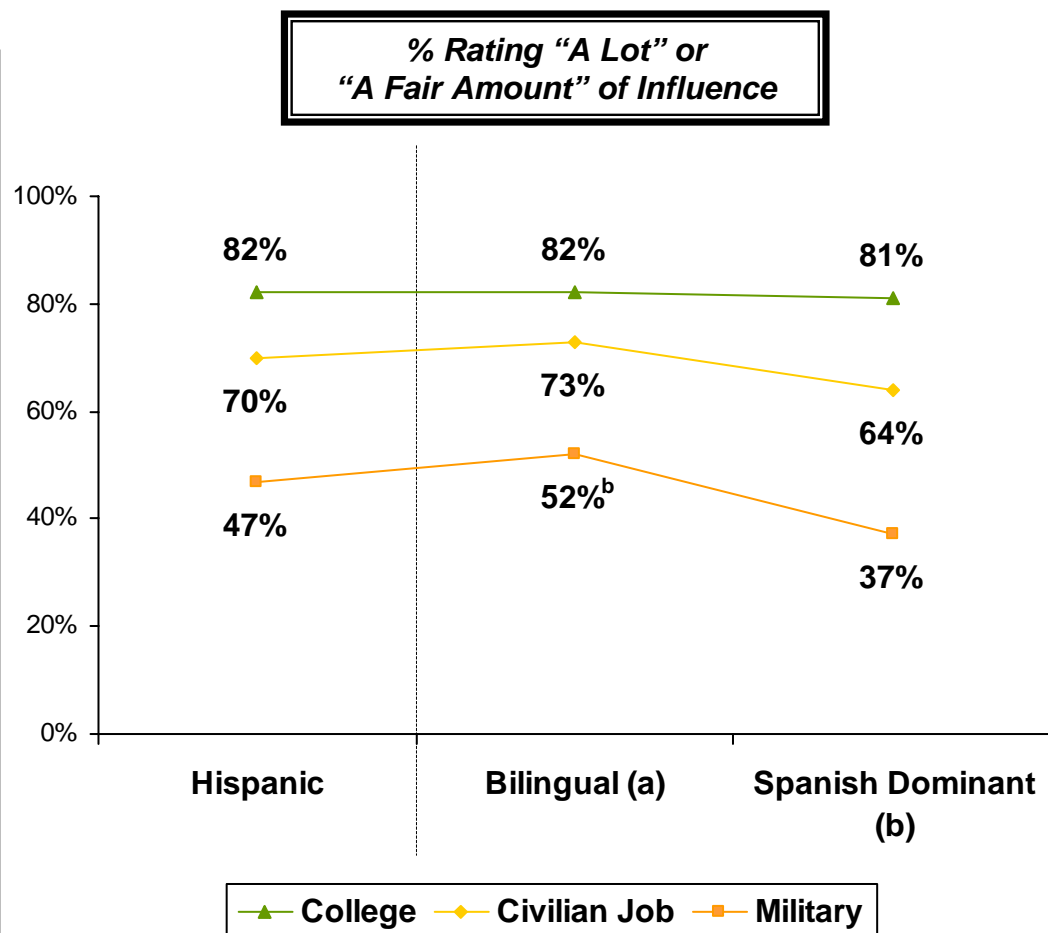
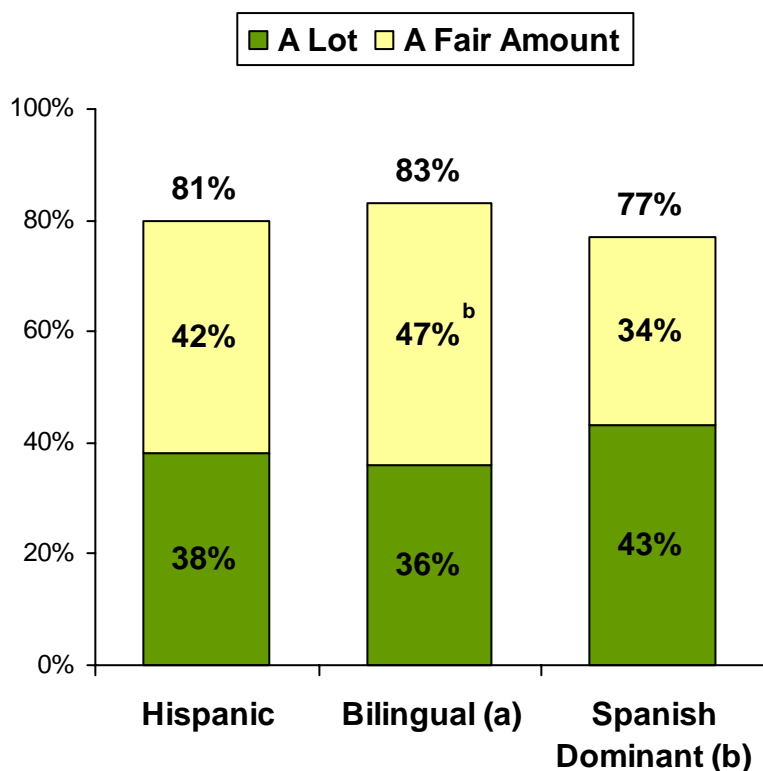


Amount of Influence Parent Has - Overall & By Career

(By Hispanic Groups - Spanish Speaking, Bilingual)

Close
Hold

- Q.6 Overall, how much influence do you think you have in your child's decisions about future plans and career choices?
- Q.6A How much influence do you think you have or will have in your child's decisions about (...)?



Base: Hispanic n=232, Bilingual n=149, Spanish Dominant n=83
Letters indicate a significant difference at the 90% confidence level.

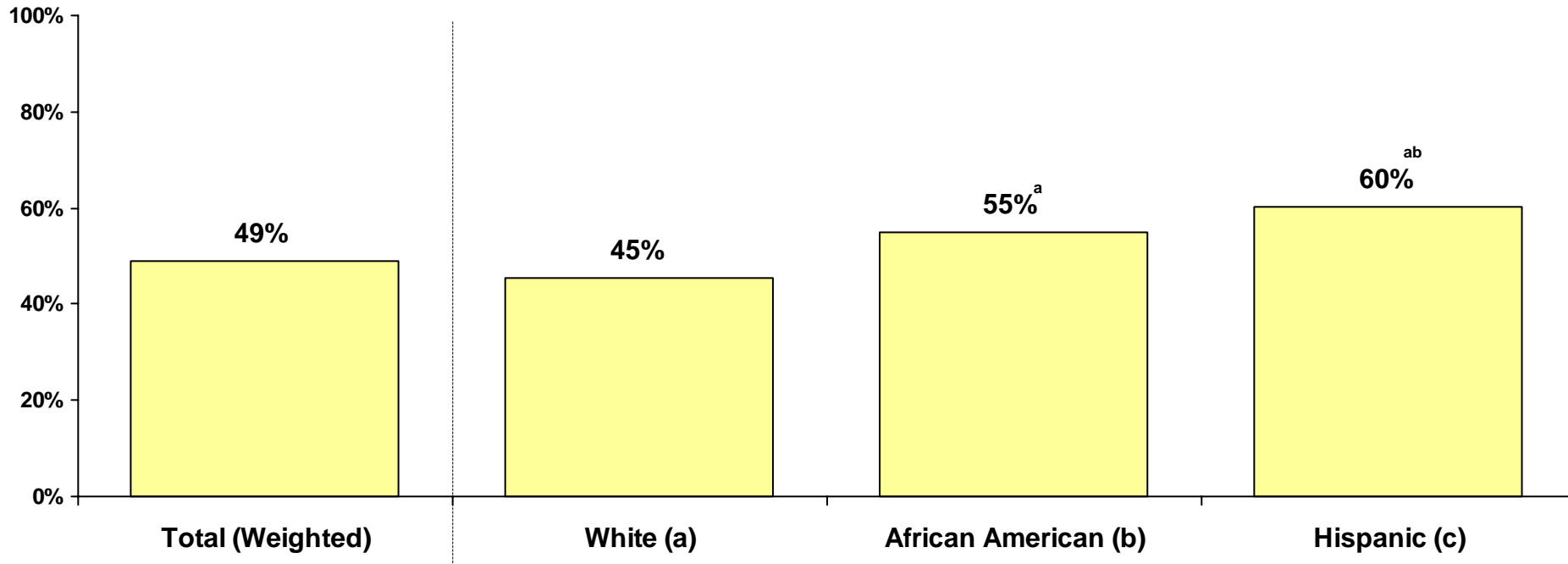


Child's Initiation of Career Discussions (By Total and Ethnicity)

Close
Hold

Q.7 For discussions you have had with your child about future plans and career choices, approximately what percent of the time did your child initiate the discussion, coming to you to seek advice?

Average % of Time Child Initiates Discussion



Base: Total (Weighted) n=660, White n=216, African American n=212, Hispanic n=232

Letters indicate a significant difference at the 90% confidence level.



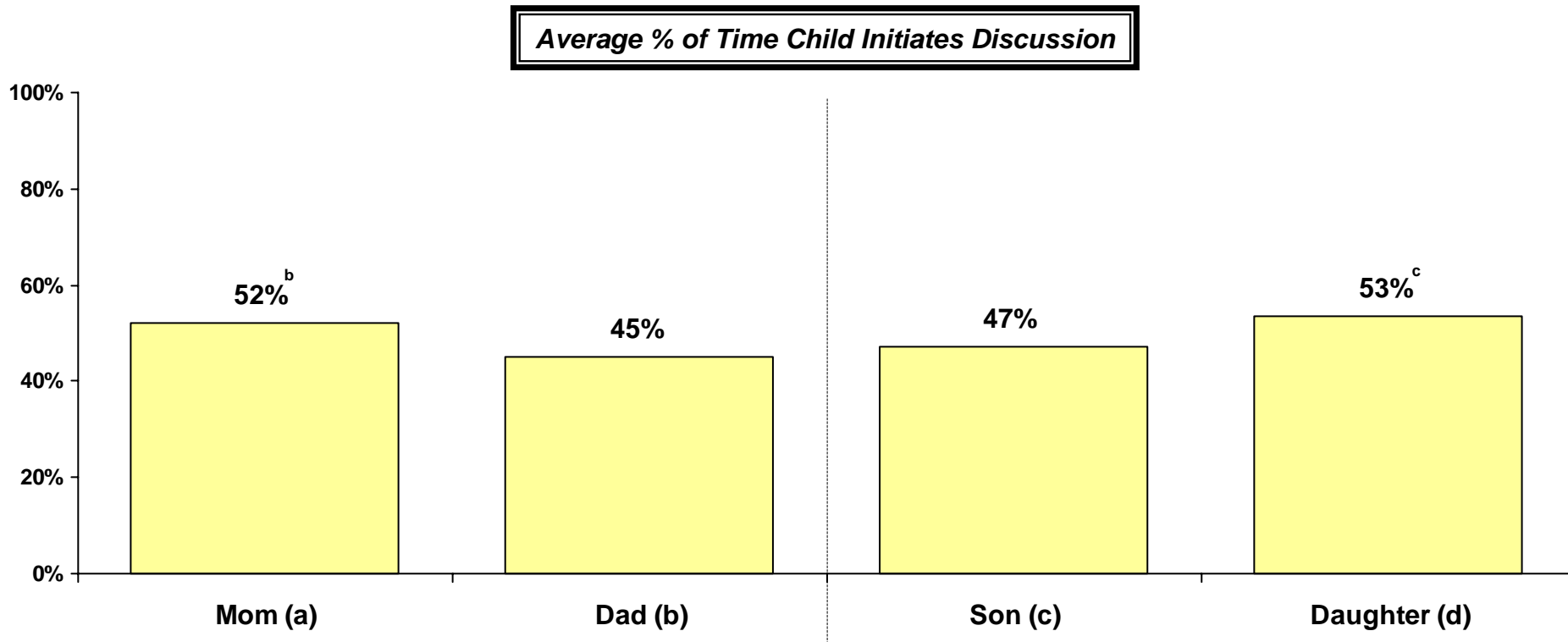
Child's Initiation of Career Discussions

(By Parents, Gender)

Close
Hold

Q.7 For discussions you have had with your child about future plans and career choices, approximately what percent of the time did your child initiate the discussion, coming to you to seek advice?

Note: No telling differences emerged by Life Stage so data not shown



Base (All are Weighted): Mom n=356, Dad n=304, Son n=479, Daughter n=181
Letters indicate a significant difference at the 90% confidence level.

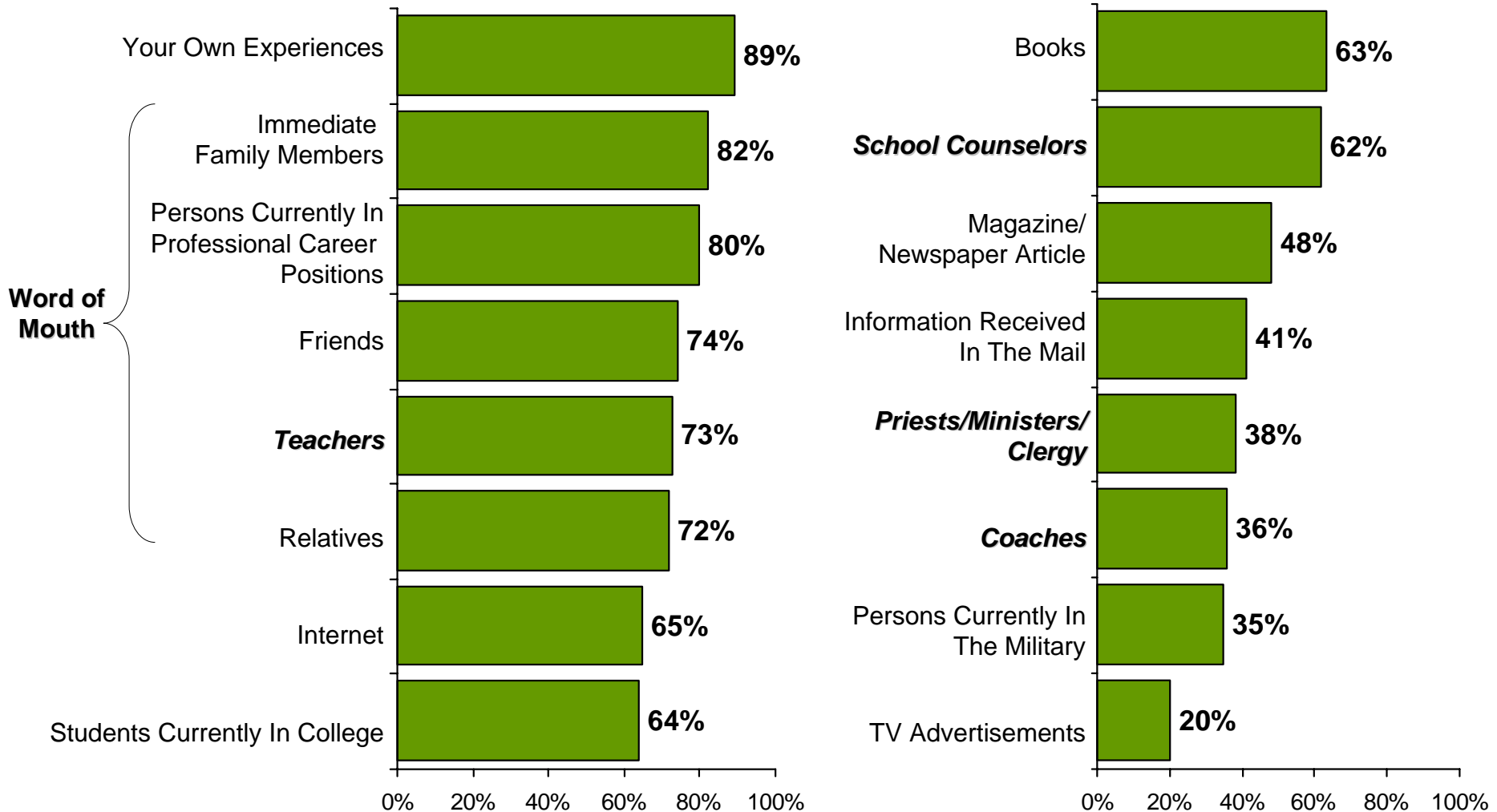


Sources About Career Options Parent Found Helpful (By Total)

Close
Hold

Q.8 Which of the following sources have you found to be useful in providing you with information or guidance about career options for your child?

No telling differences by Ethnicity



Base: Total (Weighted) n=660



Sources About Career Options Parent Found Helpful

(By Total, Parents, Gender, Life Stage, Ethnicity)

Close
Hold

Q.8 Which of the following sources have you found to be useful in providing you with information or guidance about career options for your child?

	Total Weighted	(Weighted)									
								WF/ Sodo	White	AA	Hispanic
		Mom	Dad	Son	Daughter	HS	College				
		(356)	(304)	(479)	(181)	(285)	(163)	(212)			
Base: Total	(660)	(356)	(304)	(479)	(181)	(285)	(163)	(212)	(216)	(212)	(232)
	%	%	%	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Your Own Experiences	89	87	91	89	89	86	92 ^e	89	88	91	88
Immediate Family Members	82	81	82	82	80	80	85	81	81	80	85
Persons Currently In Professional Career Positions	80	81	79	80	82	77	88 ^{eg}	79	77	84 ^j	91 ^{jk}
Friends	74	69	79 ^a	75	70	72	77	73	76 ^k	65	71
Teachers	73	73	73	73	73	76 ^g	79 ^g	64	69	77 ^j	89 ^{jk}
Relatives	72	74	70	72	71	74	71	71	69	77 ^j	80 ^j
Internet	65	64	67	62	73 ^c	64	67	66	63	61	80 ^{jk}
Students Currently In College	64	65	63	64	66	67 ^g	70 ^g	57	59	67	86 ^{jk}
Books	63	63	62	59	72 ^c	63 ^g	74 ^{eg}	53	56	76 ^j	82 ^{jk}
School Counselors	62	67 ^b	57	60	68 ^c	64 ^g	70 ^g	55	57	69 ^j	83 ^{jk}
Magazine Or Newspaper Article	48	49	46	44	58 ^c	48	48	46	42	55 ^j	67 ^{jk}
Information Received In The Mail	41	45 ^b	37	39	46	45 ^f	36	40	35	46 ^j	68 ^{jk}
Priests, Ministers Or Other Clergy	38	30	48 ^a	39	37	37	44	36	32	55 ^j	56 ^j
Coaches	36	34	39	39 ^d	29	42 ^g	35	30	28	45 ^j	67 ^{jk}
Persons Currently In The Military	35	39 ^b	31	35	36	33	36	37	31	30	58 ^{jk}
TV Advertisements	20	22	19	18	27 ^c	20	20	21	11	34 ^j	53 ^{jk}

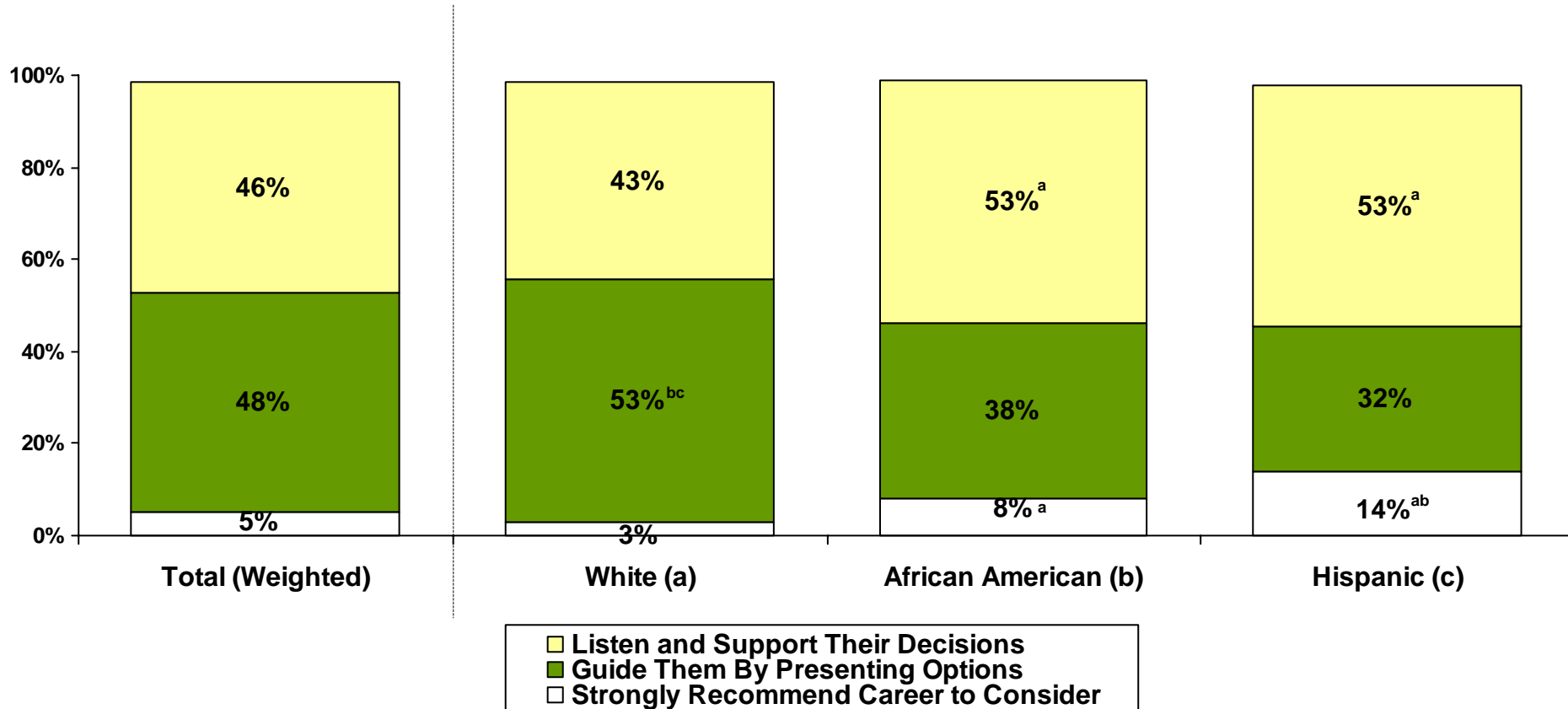
Career Discussions



Role Parent Has in Career Discussion (By Total and Ethnicity)

Close
Hold

Q.7A In discussions with your child about future plans and career choices, which one of the following best describes what you do?



Note: 1% or fewer mentioned "I decide what career he/she should consider"

Base: Total (Weighted) n=660, White n=216, African American n=212, Hispanic n=232

Letters indicate a significant difference at the 90% confidence level.

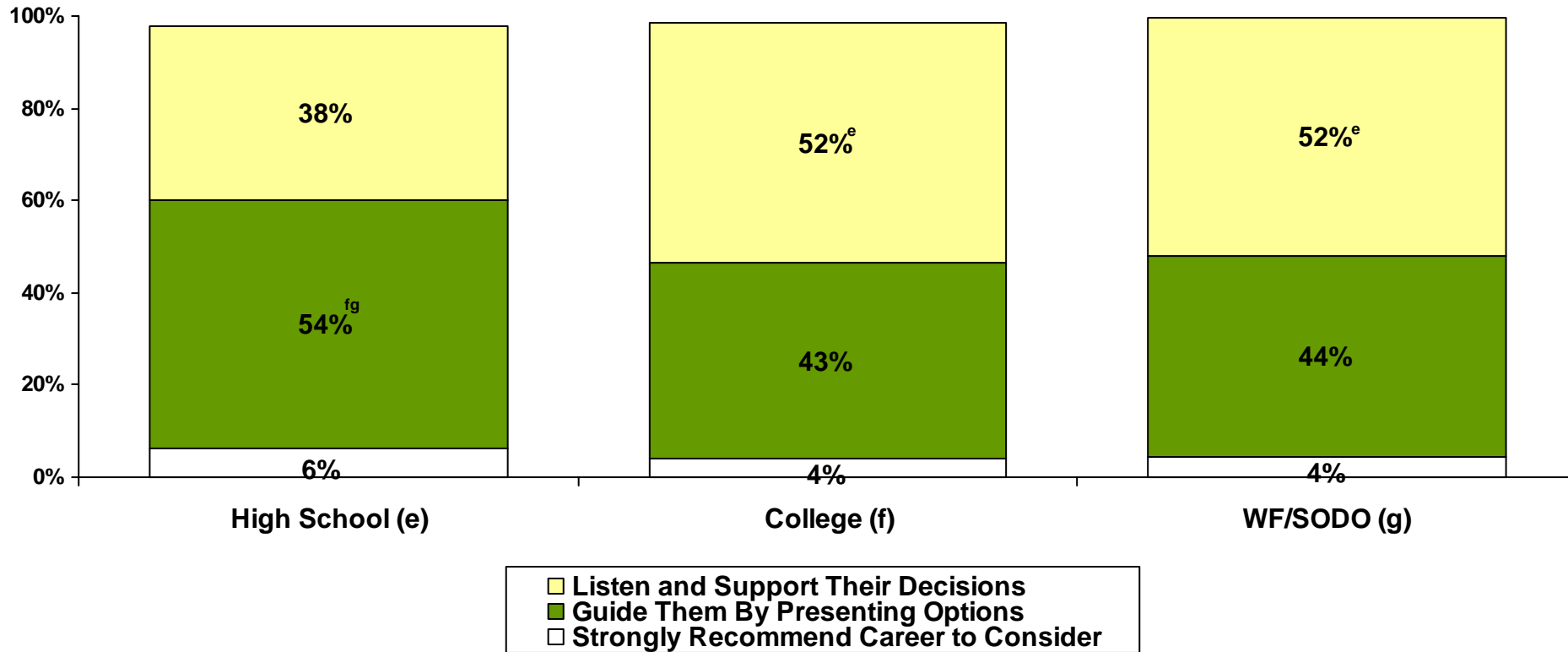


Role Parent Has in Career Discussion (By Life Stage)

Close
Hold

Q.7A In discussions with your child about future plans and career choices, which one of the following best describes what you do?

Note: No telling differences emerged by Parents and Gender so data not shown



Note: 1% mentioned "I decide what career he/she should consider"

Base (All are Weighted): High School n=285, College n=163, WF/SODO n=212

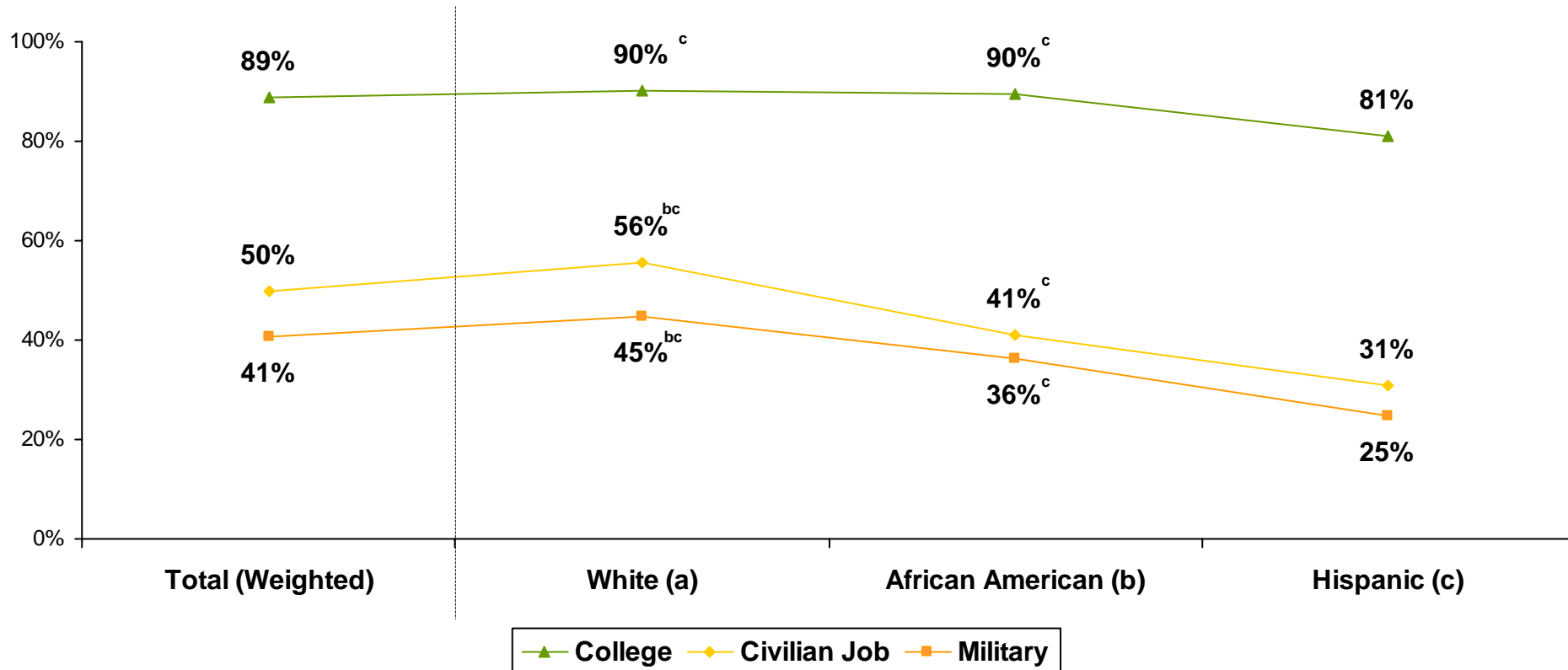
Letters indicate a significant difference at the 90% confidence level.



Incidence Discussed Career Option With Child (By Total and Ethnicity)

Close
Hold

Q.5 Which of these three options, if any, have you discussed with your child in the last two years?



Base: Total (Weighted) n=660, White n=216, African American n=212, Hispanic n=232
Letters indicate a significant difference at the 90% confidence level.

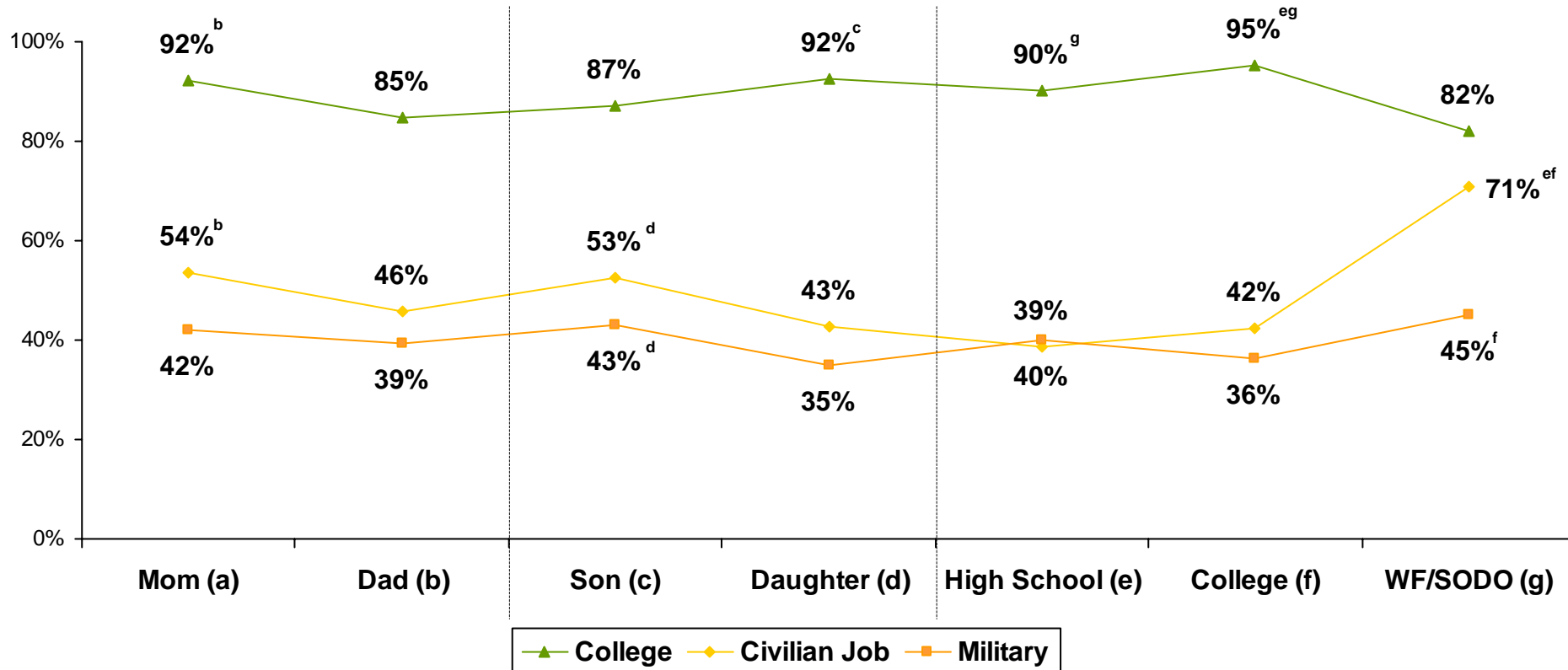


Incidence Discussed Career Option With Child

(By Parents, Gender, Life Stage)

Close
Hold

Q.5 Which of these three options, if any, have you discussed with your child in the last two years?



Base (All are Weighted): Mom n=356, Dad n=304, Son n=479, Daughter n=181,
High School n=285, College n=163, WF/SODO n=212

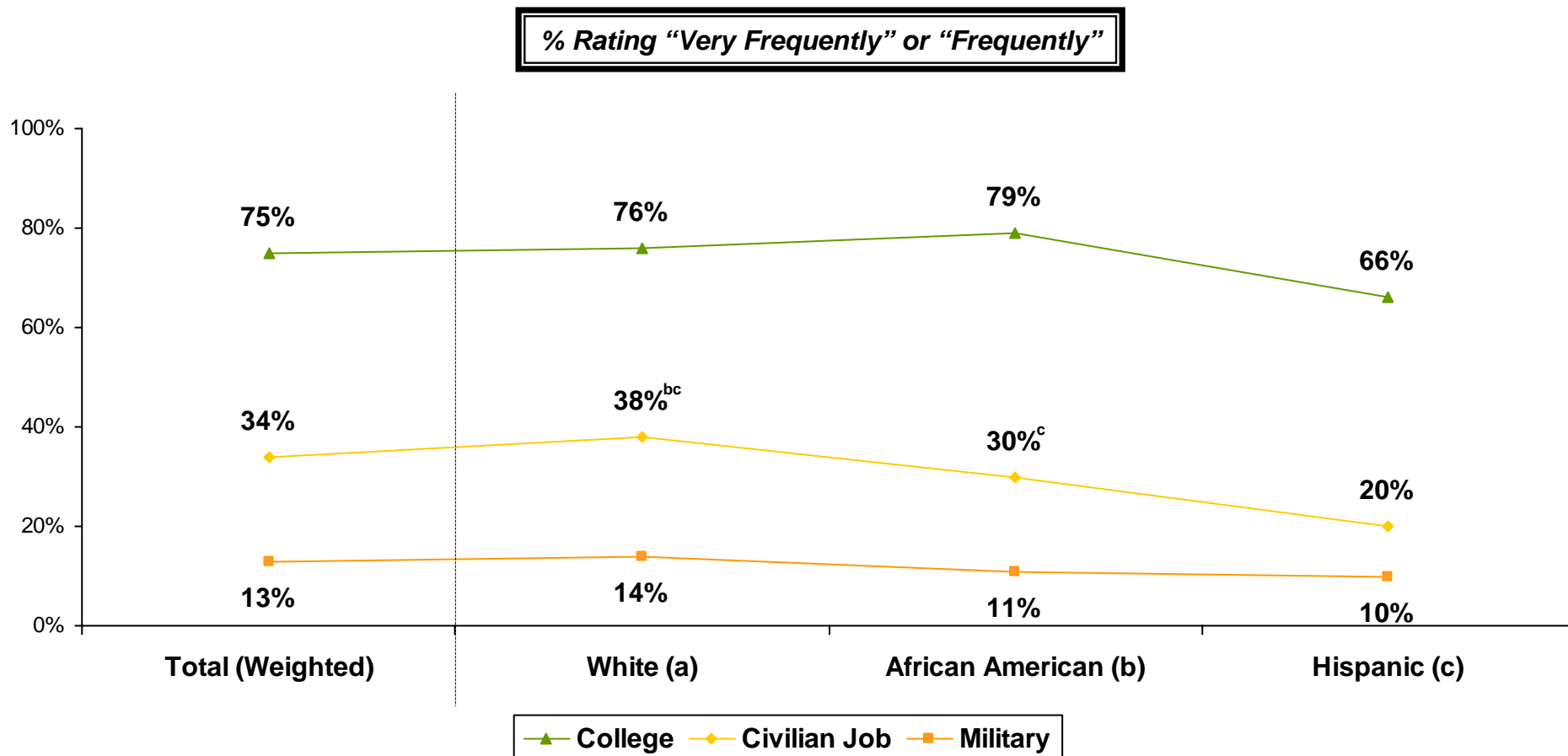
Letters indicate a significant difference at the 90% confidence level.



Frequency Discussed Career Option With Child (By Total and Ethnicity)

Close
Hold

Q.5A How frequently have you discussed (college/civilian jobs/military service) with your child in the last two years?



Base: Total (Weighted) n=660, White n=216, African American n=212, Hispanic n=232
Letters indicate a significant difference at the 90% confidence level.



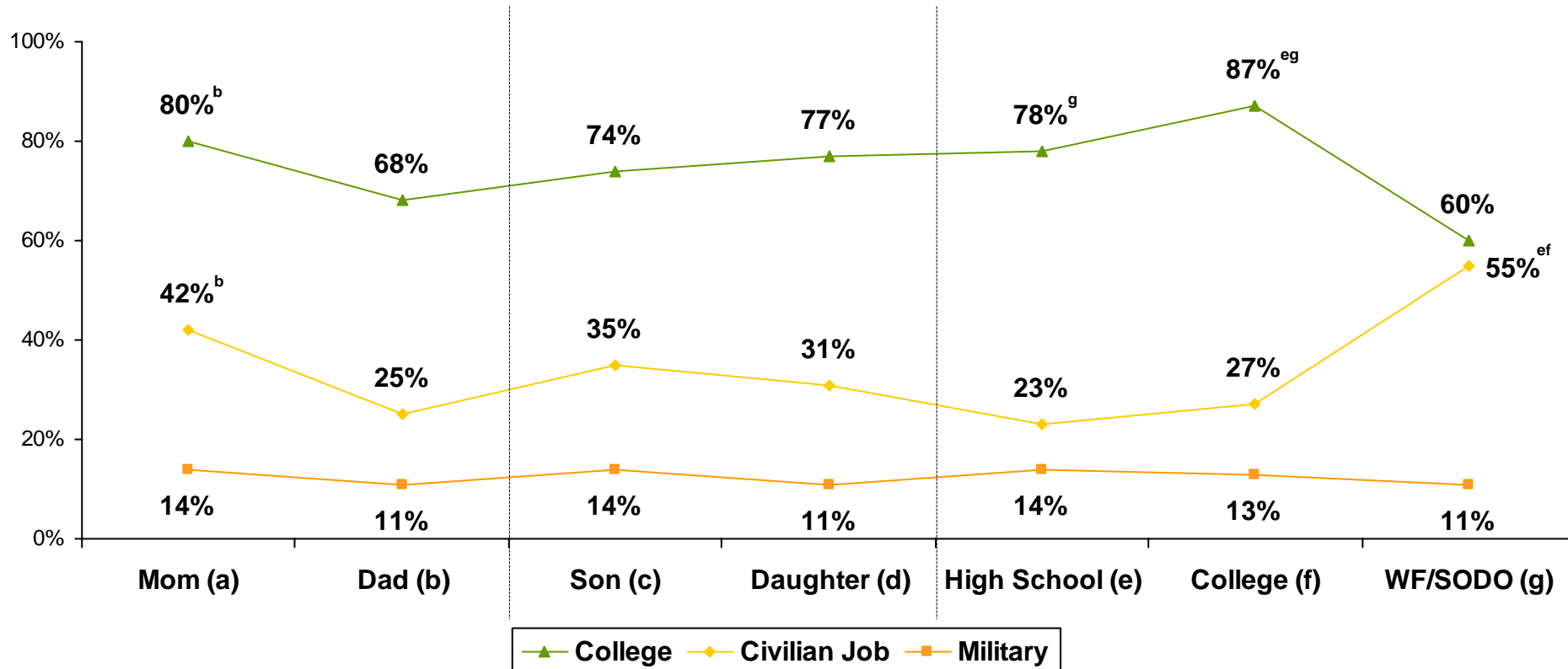
Frequency Discussed Career Option With Child

(By Parents, Gender, Life Stage)

Close
Hold

Q.5A How frequently have you discussed (college/civilian jobs/military service) with your child in the last two years?

% Rating "Very Frequently" or "Frequently"



Base (All are Weighted): Mom n=356, Dad n=304, Son n=479, Daughter n=181,
High School n=285, College n=163, WF/SODO n=212

Letters indicate a significant difference at the 90% confidence level.

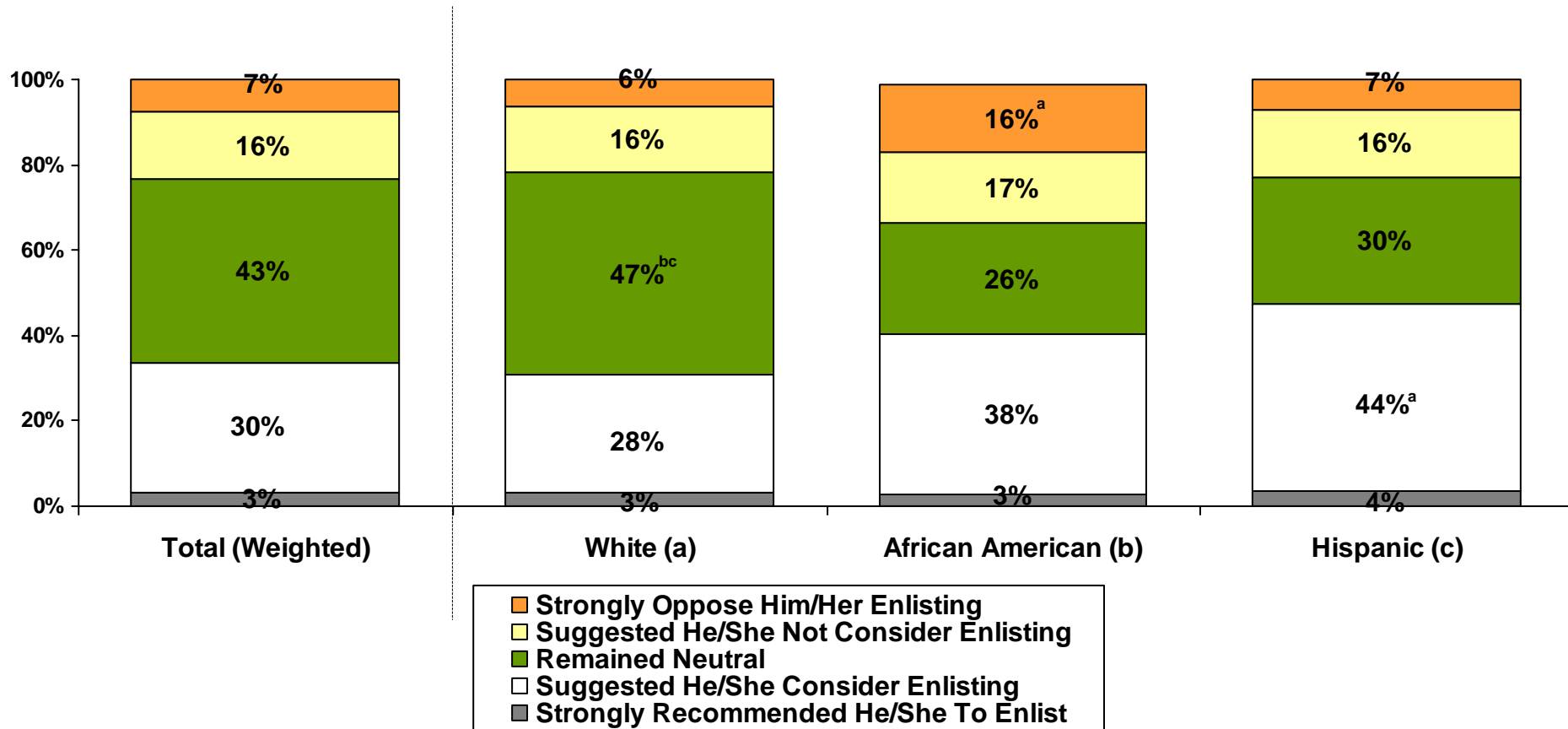
Support of Military Career



Stance Parent Took In Discussion of Military (By Total and Ethnicity)

Close
Hold

Q.7B You mentioned that you discussed military service with your child. Which one of the following best describes what you did?



Base: Discussed Military With Child (Weighted) n=269, White n=97, African American n=77, Hispanic n=57

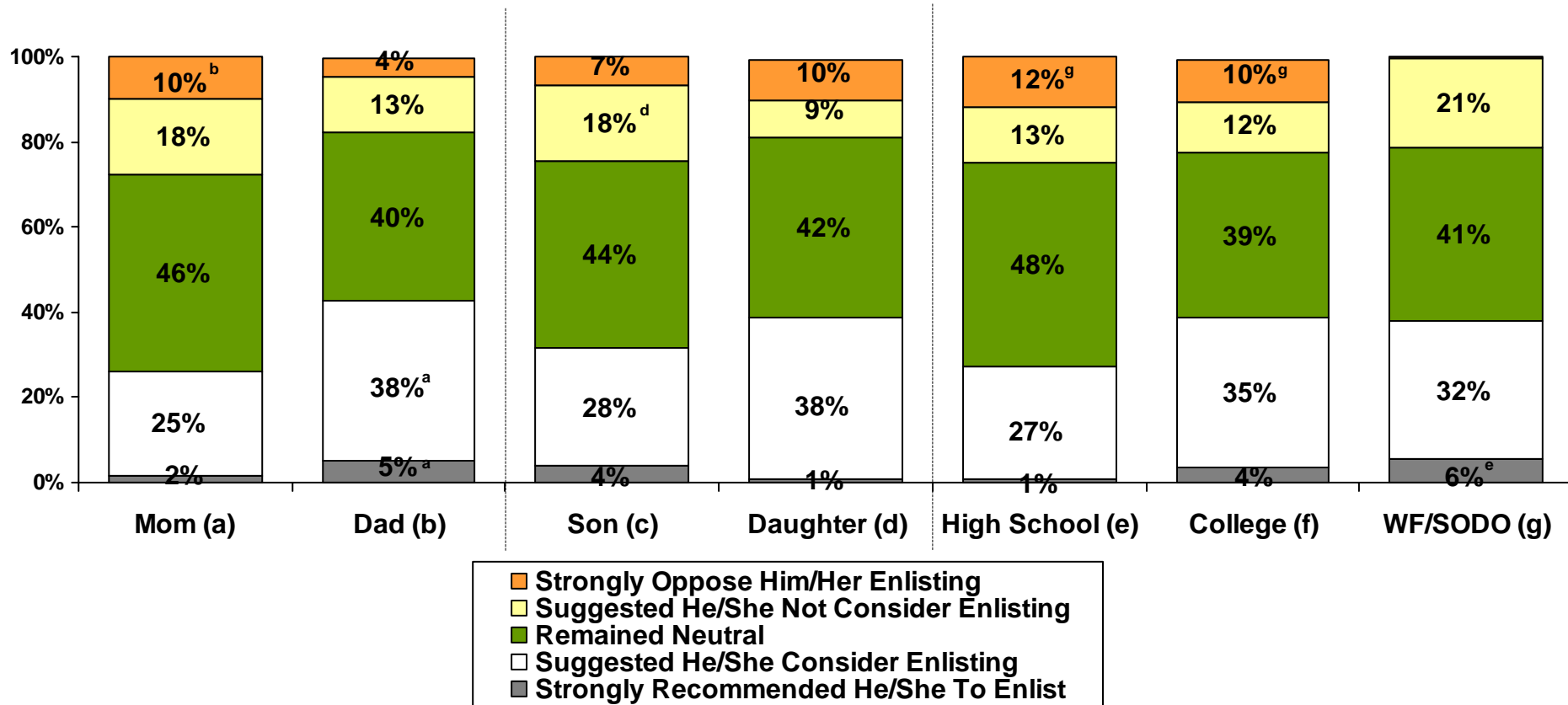
Letters indicate a significant difference at the 90% confidence level.



Stance Parent Took In Discussion of Military (By Parents, Gender, Life Stage)

Close
Hold

Q.7B You mentioned that you discussed military service with your child. Which one of the following best describes what you did?



Base Discussed Military With Child (All are Weighted): Mom n=150, Dad n=119, Son n=206, Daughter n=63,

High School n=114, College n=59, WF/SODO n=95

Letters indicate a significant difference at the 90% confidence level.

Preferred Career Choice



Most/Least Appropriate Career Option for Child

(By Total, Parents, Gender, Life Stage, Ethnicity)

Close
Hold

QS.4/4A If it were your decision, would you prefer that your child get a college education, get a job in the civilian market, or enlist in the military? And what would be your last choice of these three?

	Total Weighted	(Weighted)							White	AA	Hispanic
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo			
Base: Total	(660)	(356)	(304)	(479)	(181)	(285)	(163)	(212)	(216)	(212)	(232)
	%	%	%	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Most Appropriate Option For Child To Pursue In The Future											
College	72	73	71	70	77 ^c	85 ^g	81 ^g	47	70	74	77
A Civilian Job	22	21	22	23	18	8	18 ^e	43 ^{ef}	23 ^l	20	16
Military Service	7	6	7	7	5	7 ^f	2	10 ^f	7	6	8
Least Appropriate Option For Child To Pursue In The Future											
Military Service	69	71	66	68	71	62	76 ^e	73 ^e	71 ^l	71 ^l	57
A Civilian Job	23	22	25	23	25	32 ^{fg}	21 ^g	13	21	23	35 ^{jk}
College	7	6	8	8 ^d	3	5	3	13 ^{ef}	7	5	6
Don't Know	1	1	2	2	1	2	1	1	1	1	3 ^{jk}

Boxes are for highlighting purposes.

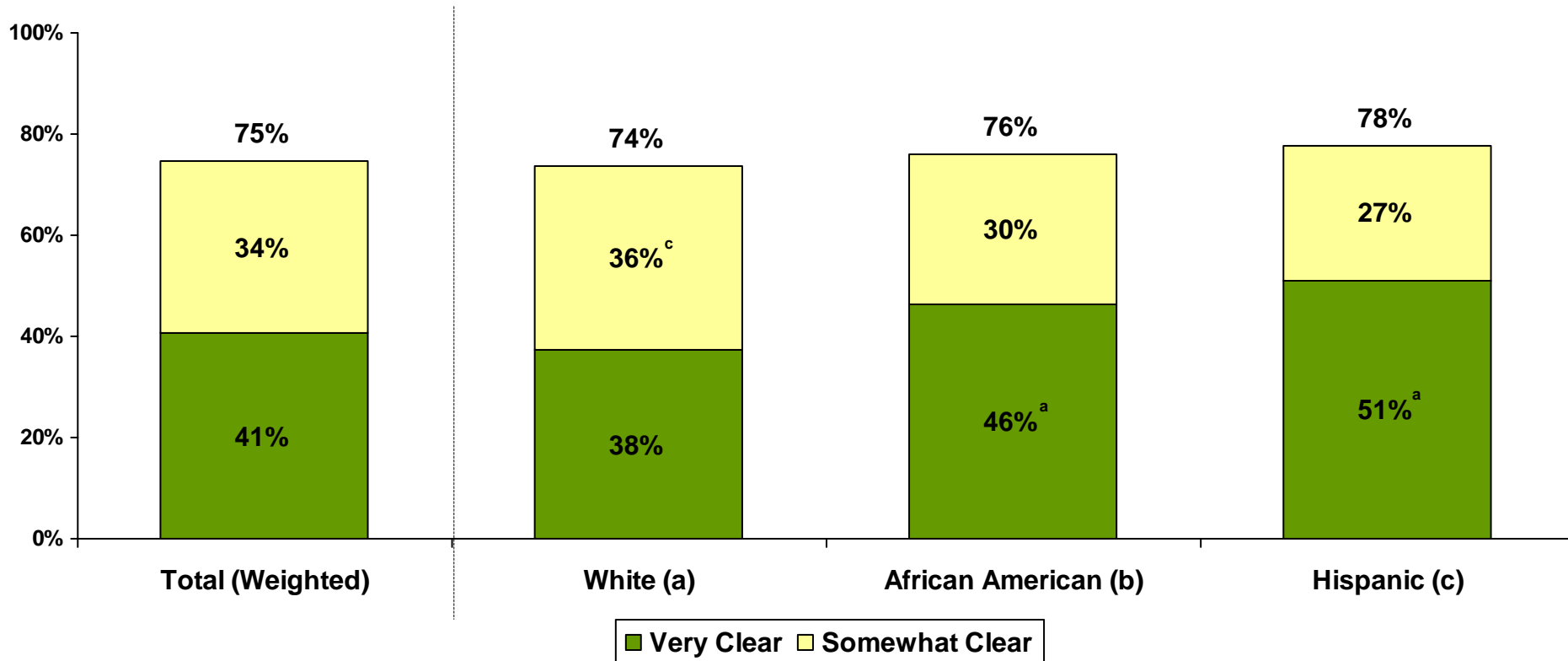
Letters indicate a significant difference at the 90% confidence level.



Child's Clarity in Career Plans (By Total and Ethnicity)

Close
Hold

Q.2 How clear or undecided do you think your son/daughter is about his/her future in terms of education, career, or work?



Base: Total (Weighted) n=660, White n=216, African American n=212, Hispanic n=232
Letters indicate a significant difference at the 90% confidence level.

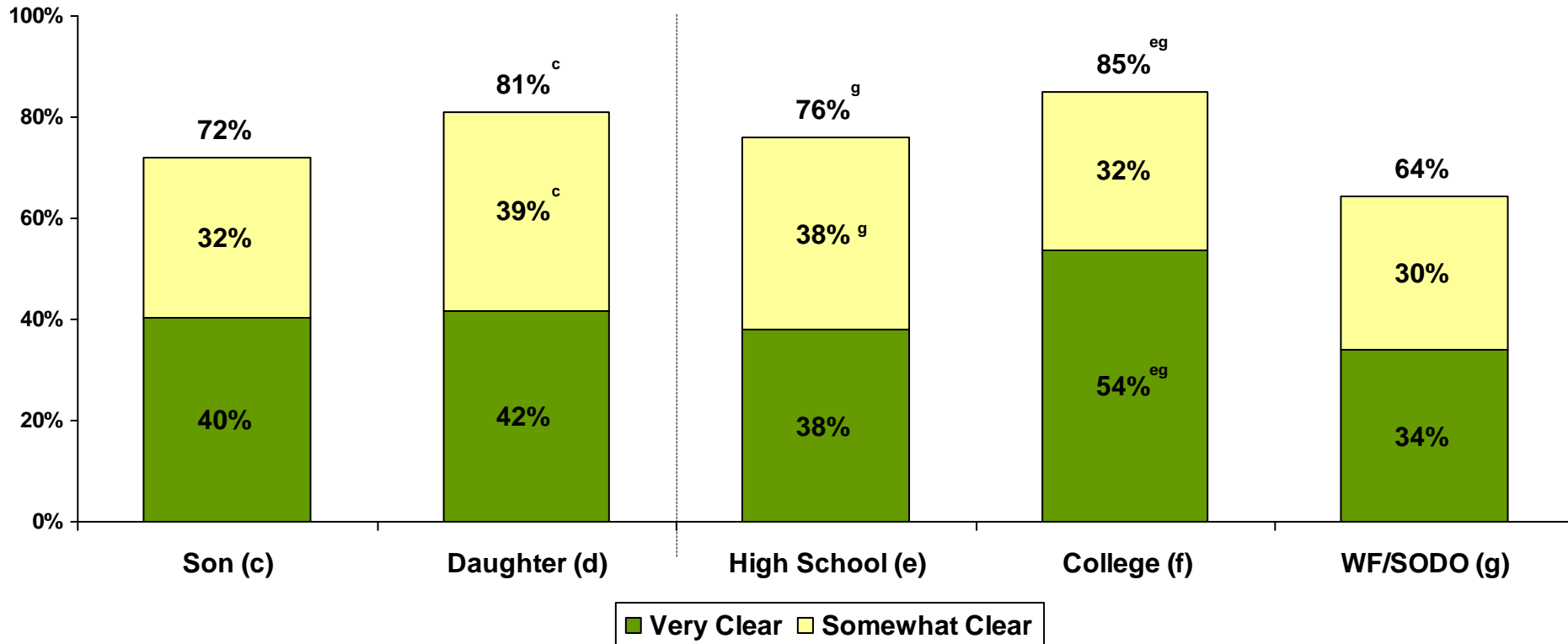


Child's Clarity in Career Plans (By Gender, Life Stage)

Close
Hold

Q.2 How clear or undecided do you think your son/daughter is about his/her future in terms of education, career, or work?

Note: No telling differences emerged by Parents so data not shown



Base (All are Weighted): Son n=479, Daughter n=181, High School n=285, College n=163, WF/SODO n=212

Letters indicate a significant difference at the 90% confidence level.



Career Options Child Is Considering

(By Total, Parents, Gender, Life Stage, Ethnicity)

Close
Hold

Q.1 (IF HIGH SCHOOL STUDENT): Thinking about your son/daughter's future, what are the options he/she is considering after graduation from high school?
(IF NOT HIGH SCHOOL STUDENT): Thinking about your son/daughter's future, what are the options he/she is considering in the next 2 years?

	Total Weighted	(Weighted)							White	AA	Hispanic
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo			
		(356)	(304)	(479)	(181)	(285)	(163)	(212)			
		%	%	%	%	%	%	%			
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Base: Total	(660)								(216)	(212)	(232)
	%								%	%	%
Education (Net)	93	93	92	91	97^c	99^g	98^g	79	92	96^j	94
4-Year College Or University	70	69	71	67	77 ^c	87 ^g	84 ^g	37	66	79 ^j	80 ^j
Graduate School	44	40	48 ^a	43	47	49 ^g	62 ^{eg}	22	41	53 ^j	50 ^j
2-Year Community College	36	39	33	35	39	37 ^f	25	44 ^f	33	33	52 ^{jk}
Vocational Or Technical School	30	28	33	29	32	26 ^f	16	47 ^{ef}	26	39 ^j	39 ^j
Work	81	84 ^b	78	81	81	70	85 ^e	93 ^{ef}	81	82	82
Staying At Home Temporarily While Preparing For Further Schooling Or Work	57	55	60	55	63 ^c	46	62 ^e	68 ^e	55	61	63 ^j
Marriage	25	21	29 ^a	24	27	27 ^f	18	26 ^f	26 ^k	19	20
Taking Time Out To Travel	24	18	32 ^a	23	28	20	26	29 ^e	21	31 ^j	35 ^j
Setting Up His/Her Own Business	23	21	25	25 ^d	17	22	22	25	19	31 ^j	37 ^j
Military Service	9	9	9	9	8	15 ^{fg}	1	7 ^f	9	8	10
Volunteering With Vista, Peace Corp, Etc	8	7	9	8	8	12 ^{fg}	4	5	7	7	14 ^{jk}

Boxes are for highlighting purposes.

Letters indicate a significant difference at the 90% confidence level.



Importance of Attributes For Career (By Total and Ethnicity)

Close
Hold

Q.3 Do you think (INSERT ATTRIBUTE) is Extremely Important, Very Important, Somewhat Important, Not Very Important, or Not At All Important in a career for your child?

% Rating "Extremely" or "Very Important"

Base: Total

	Total (Weighted) (660) % Rank	White (216) % (a) Rank	African American (212) % (b) Rank	Hispanic (232) % (c) Rank
Maintaining One's Self-Respect	96 1	96 1	93 2	98 ^b 1
Able To Have A Satisfying Personal Life	92 2	93 2	90 6	93 5
Being Proud Of What One Does	91 3	89 3	93 3	94 4
Fair And Equal Treatment	86 4	82 4	96 ^a 1	95 ^a 2
Physical Safety And Well-Being	85 5	82 5	87 9	95 ^{ab} 3
Financial Independence	83 6	79 6	92 ^a 4	91 ^a 8
Good Benefits Such As Health Care, Retirement And Vacation	78 7	74 7	90 ^a 7	90 ^a 10
Skill Development	78 8	74 8	87 ^a 10	91 ^a 9
Helping Others	73 9	70 9	80 ^a 13	84 ^a 15
Potential For Advancement	73 10	67 10	86 ^a 11	89 ^a 11
Being Highly Respected By Others	71 11	66 11	77 ^a 16	92 ^{ab} 6
Job Security	71 12	63 14	90 ^a 8	92 ^a 7
Good Pay	70 13	63 15	91 ^a 5	86 ^a 14
Challenging Work	69 14	66 12	75 ^a 17	80 ^a 16
Making A Difference	68 15	64 13	78 ^a 15	79 ^a 17
Maintaining Pride In One's Heritage	59 16	49 16	82 ^a 12	87 ^a 12
Having It Better Than You Did	57 17	47 17	80 ^a 14	87 ^{ab} 13
Serving One's Country	36 18	30 19	32 19	66 ^{ab} 18
Excitement/Adventure	35 19	31 18	42 ^a 18	51 ^{ab} 20
Located Close To Home	29 20	23 20	22 20	63 ^{ab} 19



Importance of Attributes For Career

(By Parents, Gender, Life Stage)

Close
Hold

Q.3 Do you think (INSERT ATTRIBUTE) is Extremely Important, Very Important, Somewhat Important, Not Very Important, or Not At All Important in a career for your child?

% Rating "Extremely" or "Very" Important	Weighted						
	Mom	Dad	Son	Daughter	High School	College	Work Frce/SODO
Base: Total	(356)	(304)	(479)	(181)	(285)	(163)	(212)
	%	%	%	%	%	%	%
	(a)	(b)	(c)	(d)	(e)	(f)	(g)
Maintaining One's Self-Respect	99 ^b	93	95	99 ^c	97 ^g	98 ^g	93
Able To Have A Satisfying Personal Life	92	92	92	94	94 ^g	96 ^g	87
Being Proud Of What One Does	92	89	90	93	89	92	92
Fair And Equal Treatment	88	84	85	88	86	91 ^g	81
Physical Safety And Well-Being	88 ^b	81	83	90 ^c	83	87	85
Financial Independence	87 ^b	77	82	83	84	81	82
Good Benefits	87 ^b	69	78	79	76	85 ^{eg}	77
Skill Development	81 ^b	74	76	83 ^c	75	86 ^{eg}	76
Helping Others	75	72	74	71	70	82 ^{eg}	71
Potential For Advancement	76 ^b	69	73	72	74 ^g	80 ^g	64
Being Highly Respected By Others	73	69	70	74	70	82 ^{eg}	65
Job Security	80 ^b	61	71	71	63	82 ^{eg}	74 ^e
Good Pay	74 ^b	65	68	75	67	75	70
Challenging Work	72	66	70	66	73 ^g	73 ^g	61
Making A Difference	70	67	69	66	69	71	66
Maintaining Pride In One's Heritage	62	56	60	56	59	66 ^g	54
Having It Better Than You Did	60 ^b	53	57	58	55	65 ^{eg}	55
Serving One's Country	34	38	36	35	37	39	32
Excitement/Adventure	34	36	35	34	35	40 ^g	31
Located Close To Home	32 ^b	24	28	30	28	32	27

Note: Attributes are ranked in order of Importance
Letters indicate a significant difference at the 90% confidence level.



Delivers Best on Attributes - Summary of Military (By Total)

Close
Hold

Q.3A Do you think the military, a 4-year college, a 2-year college or vocational/technical school, or a civilian employer can deliver (...) best?

	Importance (660)	Total (Weighted) (660)
Base: Total		
Maintaining One's Self-Respect	1	11
Able To Have A Satisfying Personal Life	2	19
Being Proud Of What One Does	3	9
Fair And Equal Treatment	4	12
Physical Safety And Well-Being	5	15
Financial Independence	6	16
Good Benefits Such As Health Care, Retirement And Vacation	7	7
Skill Development	8	13
Helping Others	9	3
Potential For Advancement	10	14
Being Highly Respected By Others	11	5
Job Security	12	4
Good Pay	13	17
Challenging Work	14	10
Making A Difference	15	6
Maintaining Pride In One's Heritage	16	8
Having It Better Than You Did	17	18
→ Serving One's Country	18	1
Excitement/Adventure	19	2
Located Close To Home	20	20

AA & Hispanic
More Likely
to rate Military "Best"
(AA Rank 9th &
Hispanic 6th)

Although ranked first by
all groups,
White more Likely
to rate Military "Best"
than AA & Hispanics



Delivers Best on Attributes - Summary of Military (By Ethnicity)

Close
Hold

Q.3A Do you think the military, a 4-year college, a 2-year college or vocational/technical school, or a civilian employer can deliver (INSERT ATTRIBUTE) best?

	Importance (Total)	White	African American	Hispanic
Base: Total	(660)	(216)	(212)	(232)
	%	%	%	%
		(a)	(b)	(c)
Maintaining One's Self-Respect	96	17	23	25 ^a
Able To Have A Satisfying Personal Life	92	2	8 ^a	9 ^a
Being Proud Of What One Does	91	22	20	18
Fair And Equal Treatment	86	19	21	17
Physical Safety And Well-Being	85	6	21 ^a	24 ^a
Financial Independence	83	6	10 ^a	10 ^a
Good Benefits	78	20	26	27
Skill Development	78	15	16	20
Helping Others	73	27	33	29
Potential For Advancement	73	14	16	13
Being Highly Respected By Others	71	26	25	23
Job Security	71	29 ^c	22	20
Good Pay	70	4	6	11 ^{ab}
Challenging Work	69	20	26 ^c	15
Making A Difference	68	25	23	22
Maintaining Pride In One's Heritage	59	23 ^b	15	20
Having It Better Than You Did	57	3	8 ^a	6 ^a
Serving One's Country	36	84 ^{bc}	64	60
Excitement/Adventure	35	58 ^{bc}	45	41
Located Close To Home	29	1	1	6 ^{ab}

Note: Attributes are ranked in order of Importance
Letters indicate a significant difference at the 90% confidence level.



Delivers Best on Attributes - Summary of 4 year college (By Total and Ethnicity)

Close
Hold

Q.3A Do you think the military, a 4-year college, a 2-year college or vocational/technical school, or a civilian employer can deliver (INSERT ATTRIBUTE) best?

	Importance (Total)	Total (Weighted)	White	African American	Hispanic
Base: Total	(660) %	(660) %	(216) % (a)	(212) % (b)	(232) % (c)
Maintaining One's Self-Respect	96	52	52	54	52
Able To Have A Satisfying Personal Life	92	59	57	64	64
Being Proud Of What One Does	91	48	45	55 ^a	55 ^a
Fair And Equal Treatment	86	51	49	54	58 ^a
Physical Safety And Well-Being	85	52	54	48	47
Financial Independence	83	63	64	64	60
Skill Development	78	49	48	49	55
Good Benefits	78	44	45	44	39
Potential For Advancement	73	62	62	62	61
Helping Others	73	39	38	43	43
Being Highly Respected By Others	71	52	51	57	53
Job Security	71	50	48	51	55
Good Pay	70	66	67	66	63
Challenging Work	69	49	49	46	52
Making A Difference	68	51	48	56 ^a	57 ^a
Maintaining Pride In One's Heritage	59	45	40	63 ^{ac}	54 ^a
Having It Better Than You Did	57	73	73	73	72
Serving One's Country	36	13	9	18 ^a	28 ^{ab}
Excitement/Adventure	35	30	26	42 ^a	38 ^a
Located Close To Home	29	41	37	49 ^a	53 ^a

Note: Attributes are ranked in order of Importance
Letters indicate a significant difference at the 90% confidence level.



Delivers Best on Attributes - Summary of 2 year college (By Total and Ethnicity)

Close
Hold

Q.3A Do you think the military, a 4-year college, a 2-year college or vocational/technical school, or a civilian employer can deliver (INSERT ATTRIBUTE) best?

	Importance (Total)	Total (Weighted)	White	African American	Hispanic
Base: Total	(660) %	(660) %	(216) % (a)	(212) % (b)	(232) % (c)
Maintaining One's Self-Respect	96	7	7	6	8
Able To Have A Satisfying Personal Life	92	9	10	6	8
Being Proud Of What One Does	91	7	7	7	7
Fair And Equal Treatment	86	7	8	7	6
Physical Safety And Well-Being	85	9	9	7	7
Financial Independence	83	7	7	6	6
Skill Development	78	24	27 ^c	22 ^c	13
Good Benefits	78	3	3	5	5
Helping Others	73	8	9	7	7
Potential For Advancement	73	5	4	8	7
Job Security	71	6	6	6	10 ^{ab}
Being Highly Respected By Others	71	6	6	3	7 ^b
Good Pay	70	6	5	8	7
Challenging Work	69	9	8	9	10
Making A Difference	68	6	7	6	7
Maintaining Pride In One's Heritage	59	6	6	4	7
Having It Better Than You Did	57	6	5	5	8
Serving One's Country	36	2	1	4 ^a	4 ^a
Excitement/Adventure	35	4	4	4	6
Located Close To Home	29	20	23 ^{bc}	16	11

Note: Attributes are ranked in order of Importance
Letters indicate a significant difference at the 90% confidence level.



Delivers Best on Attributes - Summary of Civilian Job (By Total and Ethnicity)

Close
Hold

Q.3A Do you think the military, a 4-year college, a 2-year college or vocational/technical school, or a civilian employer can deliver (INSERT ATTRIBUTE) best?

	Importance (Total)	Total (Weighted)	White	African American	Hispanic
Base: Total	(660)	(660)	(216)	(212)	(232)
	%	%	%	%	%
			(a)	(b)	(c)
Maintaining One's Self-Respect	96	16	17	13	13
Able To Have A Satisfying Personal Life	92	23	26 ^{bc}	18	17
Being Proud Of What One Does	91	15	15	14	17
Fair And Equal Treatment	86	16	17	16	15
Physical Safety And Well-Being	85	24	25	21	20
Financial Independence	83	22	22	19	24
Good Benefits	78	29	30	25	28
Skill Development	78	9	9	12	10
Helping Others	73	19	20	16	18
Potential For Advancement	73	18	19	14	17
Job Security	71	16	15	19	15
Being Highly Respected By Others	71	12	12	12	13
Good Pay	70	22	23	20	19
Challenging Work	69	18	18	18	20
Making A Difference	68	13	14	13	11
Maintaining Pride In One's Heritage	59	14	14	12	11
Having It Better Than You Did	57	15	16	13	12
Serving One's Country	36	5	4	11 ^{ac}	5
Excitement/Adventure	35	8	7	8	12
Located Close To Home	29	35	37 ^c	31	28

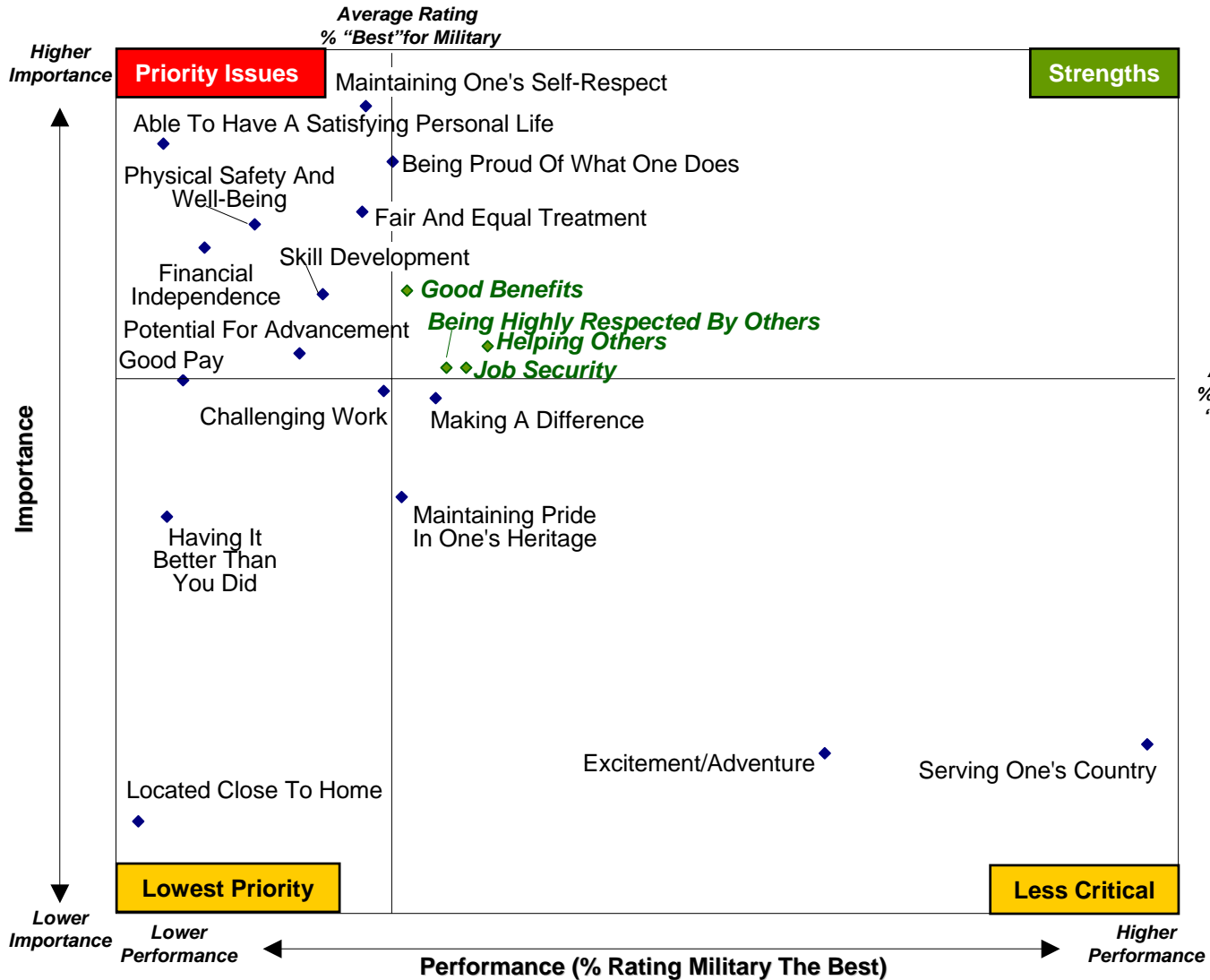
Note: Attributes are ranked in order of Importance
Letters indicate a significant difference at the 90% confidence level.



Military - Attribute Importance versus Performance

(By Total)

Close
Hold





Military Comparison to 4 Years of College (By Total)

Close
Hold

Q.3/3A

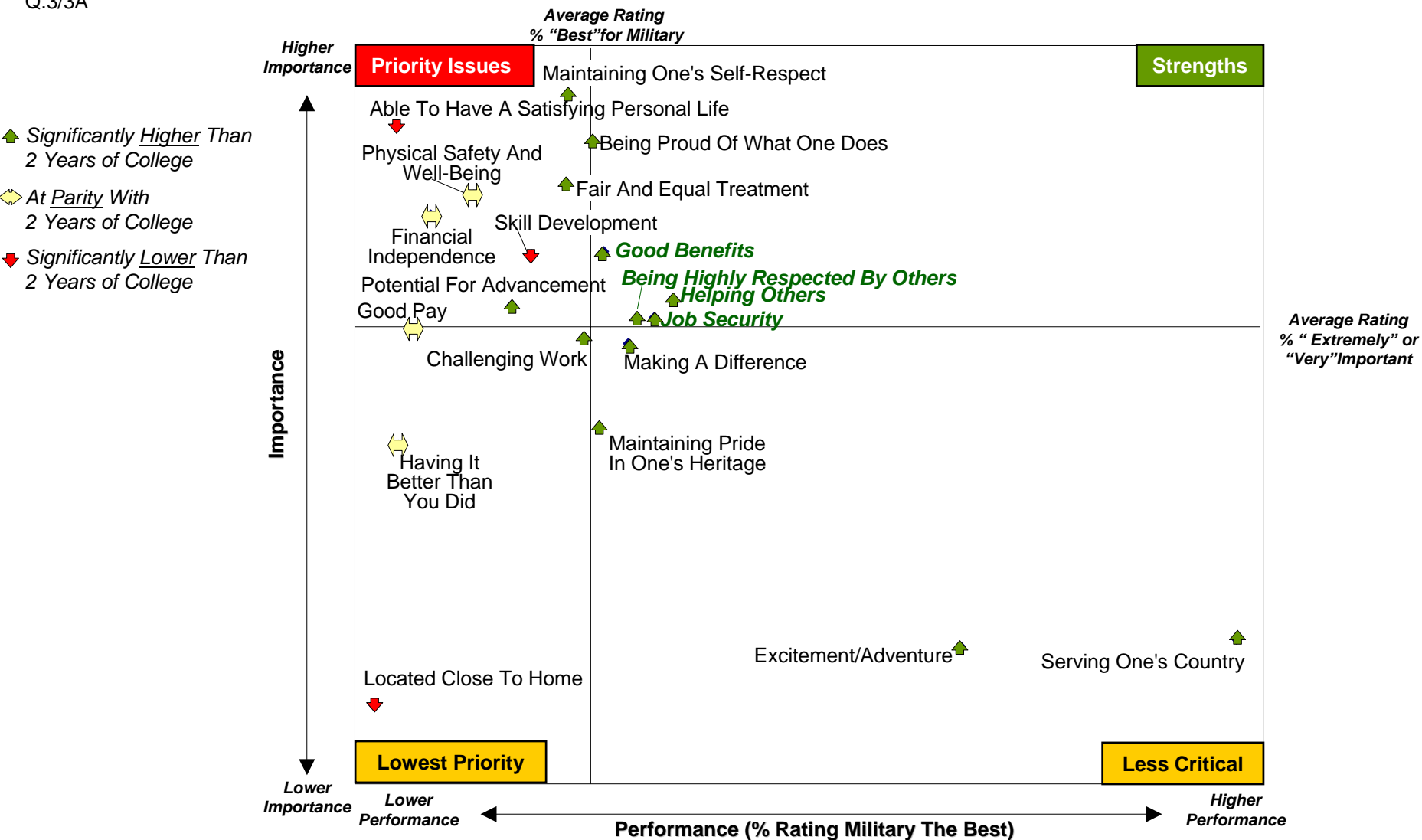




Military Comparison to 2 Years of College (By Total)

Close
Hold

Q.3/3A





Military Comparison to Civilian Job (By Total)

Close
Hold

Q.3/3A







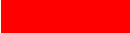
Delivers Best on Attributes - Military vs. Others

(By Total)

Close
Hold

	Importance (Total)	Military	4-Year College	2-Year College	Civilian Employer
Base: Total	(660)	(660)	(660)	(660)	(660)
		%	%	%	%
		(a)	(b)	(c)	(d)
Maintaining One's Self-Respect	96	19 ^c	52 ^{acd}	7	16 ^c
Able To Have A Satisfying Personal Life	92	4	59 ^{acd}	9 ^a	23 ^{ac}
Being Proud Of What One Does	91	21 ^{cd}	48 ^{acd}	7	15 ^c
Fair And Equal Treatment	86	19 ^c	51 ^{acd}	7	16 ^c
Physical Safety And Well-Being	85	11	52 ^{acd}	9	24 ^{ac}
Financial Independence	83	7	63 ^{acd}	7	22 ^{ac}
Good Benefits Such As Health Care, Retirement And Vacation	78	22 ^c	44 ^{acd}	3	29 ^{ac}
Skill Development	78	16 ^d	49 ^{acd}	24 ^{ad}	9
Helping Others	73	28 ^{cd}	39 ^{acd}	8	19 ^c
Potential For Advancement	73	14 ^c	62 ^{acd}	5	18 ^c
Being Highly Respected By Others	71	25 ^{cd}	52 ^{acd}	6	12 ^c
Job Security	71	27 ^{cd}	50 ^{acd}	6	16 ^c
Good Pay	70	5	66 ^{acd}	6	22 ^{ac}
Challenging Work	69	20 ^c	49 ^{acd}	9	18 ^c
Making A Difference	68	24 ^{cd}	51 ^{acd}	6	13 ^c
Maintaining Pride In One's Heritage	59	22 ^{cd}	45 ^{acd}	6	14 ^c
Having It Better Than You Did	57	4	73 ^{acd}	6	15 ^{ac}
→ Serving One's Country	36	78 ^{bcd}	13 ^{cd}	2	5 ^c
Excitement/Adventure	35	54 ^{bcd}	30 ^{cd}	4	8 ^c
Located Close To Home	29	2	41 ^{acd}	20 ^a	35 ^{ac}

Average
Importance:
70%

 Military Mentioned Significantly More Often "As Best"
 Military Mentioned As Often "As Best"
 Military Mentioned Significantly Less Often "As Best"

Note: Attributes are ranked in order of Importance

% Best numbers may not sum to 100% due to Don't Knows.

Don't Knows do not exceed 14% among Total Parents.

Letters indicate a significant difference at the 90% confidence level.





Delivers Best on Attributes - Military vs. Others

(By Ethnicity - White Parents)

Close
Hold

Q.3/3A

	Importance (White)	Military	4-Year College	2-Year College	Civilian Employer
Base: Total White	(216)	(216)	(216)	(216)	(216)
		%	%	%	%
		(a)	(b)	(c)	(d)
Maintaining One's Self-Respect	96	17 ^c	52 ^{acd}	7	17 ^c
Able To Have A Satisfying Personal Life	93	2	57 ^{acd}	10 ^a	26 ^{ac}
Being Proud Of What One Does	89	22 ^{cd}	45 ^{acd}	7	15 ^c
Fair And Equal Treatment	82	19 ^c	49 ^{acd}	8	17 ^c
Physical Safety And Well-Being	82	6	54 ^{acd}	9	25 ^{ac}
Financial Independence	79	6	64 ^{acd}	7	22 ^{ac}
Good Benefits Such As Health Care, Retirement And Vacation	74	20 ^c	45 ^{acd}	3	30 ^{ac}
Skill Development	74	15 ^d	48 ^{acd}	27 ^{ad}	9
Helping Others	70	27 ^{cd}	38 ^{acd}	9	20 ^c
Potential For Advancement	67	14 ^c	62 ^{acd}	4	19 ^c
Being Highly Respected By Others	66	26 ^{cd}	51 ^{acd}	6	12 ^c
Challenging Work	Average 66	20 ^c	49 ^{acd}	8	18 ^c
Making A Difference	Importance: 64	25 ^{cd}	48 ^{acd}	7	14 ^c
Job Security	63	29 ^{cd}	48 ^{acd}	6	15 ^c
Good Pay	63	4	67 ^{acd}	5	23 ^{ac}
Maintaining Pride In One's Heritage	49	23 ^{cd}	40 ^{acd}	6	14 ^c
Having It Better Than You Did	47	3	73 ^{acd}	5	16 ^{ac}
Excitement/Adventure	31	58 ^{bcd}	26 ^{cd}	4	7
Serving One's Country	30	84 ^{bcd}	9 ^{cd}	1	4
Located Close To Home	23	1	37 ^{ac}	23 ^a	37 ^{ac}

	Military Mentioned <u>Significantly More Often</u> "As Best"
	Military Mentioned <u>As Often</u> "As Best"
	Military Mentioned <u>Significantly Less Often</u> "As Best"

Note: Attributes are ranked in order of Importance

% Best numbers may not sum to 100% due to Don't Knows

Don't Knows do not exceed 17% among White Parents.

Letters indicate a significant difference at the 90% confidence level.



Military Perceptions and Attitudes: Parents



Delivers Best on Attributes - Military vs. Others

(By Ethnicity - African American Parents)

Close
Hold

Q.3/3A

	Importance (African American)	Military	4-Year College	2-Year College	Civilian Employer
Base: Total African American	(212)	(212)	(212)	(212)	(212)
		%	%	%	%
		(a)	(b)	(c)	(d)
Fair And Equal Treatment	96	21 ^c	54 ^{acd}	7	16 ^c
Being Proud Of What One Does	93	20 ^{cd}	55 ^{acd}	7	14 ^c
Maintaining One's Self-Respect	93	23 ^{cd}	54 ^{acd}	6	13 ^c
Financial Independence	92	10	64 ^{acd}	6	19 ^{ac}
Good Pay	91	6	66 ^{acd}	8	20 ^{ac}
Able To Have A Satisfying Personal Life	90	8	64 ^{acd}	6	18 ^{ac}
Job Security	90	22 ^c	51 ^{acd}	6	19 ^c
Good Benefits Such As Health Care, Retirement And Vacation	90	26 ^c	44 ^{acd}	5	25 ^c
Physical Safety And Well-Being	87	21 ^c	48 ^{acd}	7	21 ^c
Skill Development	87	16	49 ^{acd}	22 ^d	12
Potential For Advancement	86	16 ^c	62 ^{acd}	8	14 ^c
Maintaining Pride In One's Heritage	82	15 ^c	63 ^{acd}	4	12 ^c
Having It Better Than You Did	80	8	73 ^{acd}	5	13 ^{ac}
Helping Others	80	33 ^{cd}	43 ^{acd}	7	16 ^c
Making A Difference	78	23 ^{cd}	56 ^{acd}	6	13 ^c
Being Highly Respected By Others	77	25 ^{cd}	57 ^{acd}	3	12 ^c
Challenging Work	75	26 ^{cd}	46 ^{acd}	9	18 ^c
Excitement/Adventure	42	45 ^{cd}	42 ^{cd}	4	8
Serving One's Country	32	64 ^{bcd}	18 ^{cd}	4	11 ^c
Located Close To Home	22	1	49 ^{acd}	16 ^a	31 ^{ac}
	Average Importance: 78%				

Military Mentioned Significantly More Often "As Best"

Military Mentioned As Often "As Best"

Military Mentioned Significantly Less Often "As Best"

Note: Attributes are ranked in order of Importance

% Best numbers may not sum to 100% due to Don't Knows

Don't Knows do not exceed 6% among African American Parents.

Letters indicate a significant difference at the 90% confidence level.



Delivers Best on Attributes - Military vs. Others




(By Ethnicity - Hispanic Parents)

Close
Hold

Q.3/3A

	Importance (Hispanic)	Military	4-Year College	2-Year College	Civilian Employer
Base: Total Hispanic	(232)	(232)	(232)	(232)	(232)
		%	%	%	%
		(a)	(b)	(c)	(d)
Maintaining One's Self-Respect	98	25 ^{cd}	52 ^{acd}	8	13 ^c
Fair And Equal Treatment	95	17 ^c	58 ^{acd}	6	15 ^c
Physical Safety And Well-Being	95	24 ^c	47 ^{acd}	7	20 ^c
Being Proud Of What One Does	94	18 ^c	55 ^{acd}	7	17 ^c
Able To Have A Satisfying Personal Life	93	9	64 ^{acd}	8	17 ^{ac}
Being Highly Respected By Others	92	23 ^{cd}	53 ^{acd}	7	13 ^c
Job Security	92	20 ^c	55 ^{acd}	10	15
Skill Development	91	20 ^{cd}	55 ^{acd}	13	10
Financial Independence	91	10 ^c	60 ^{acd}	6	24 ^{ac}
Good Benefits Such As Health Care, Retirement And Vacation	90	27 ^c	39 ^{acd}	5	28 ^c
Potential For Advancement	89	13 ^c	61 ^{acd}	7	17 ^c
Having It Better Than You Did	87	6	72 ^{acd}	8	12 ^a
Maintaining Pride In One's Heritage	87	20 ^{cd}	54 ^{acd}	7	11
Good Pay	86	11 ^c	63 ^{acd}	7	19 ^{ac}
Helping Others	84	29 ^{cd}	43 ^{acd}	7	18 ^c
Challenging Work	80	15	52 ^{acd}	10	20 ^c
Making A Difference	79	22 ^{cd}	57 ^{acd}	7	11 ^c
Serving One's Country	66	60 ^{bcd}	28 ^{cd}	4	5
Located Close To Home	63	6	53 ^{acd}	11 ^a	28 ^{ac}
Excitement/Adventure	51	41 ^{cd}	38 ^{cd}	6	12 ^c

Average
Importance:
85%

 Military Mentioned Significantly More Often "As Best"
 Military Mentioned As Often "As Best"
 Military Mentioned Significantly Less Often "As Best"

Note: Attributes are ranked in order of Importance
 % Best numbers may not sum to 100% due to Don't Knows
 Don't Knows do not exceed 7% among Hispanic Parents.

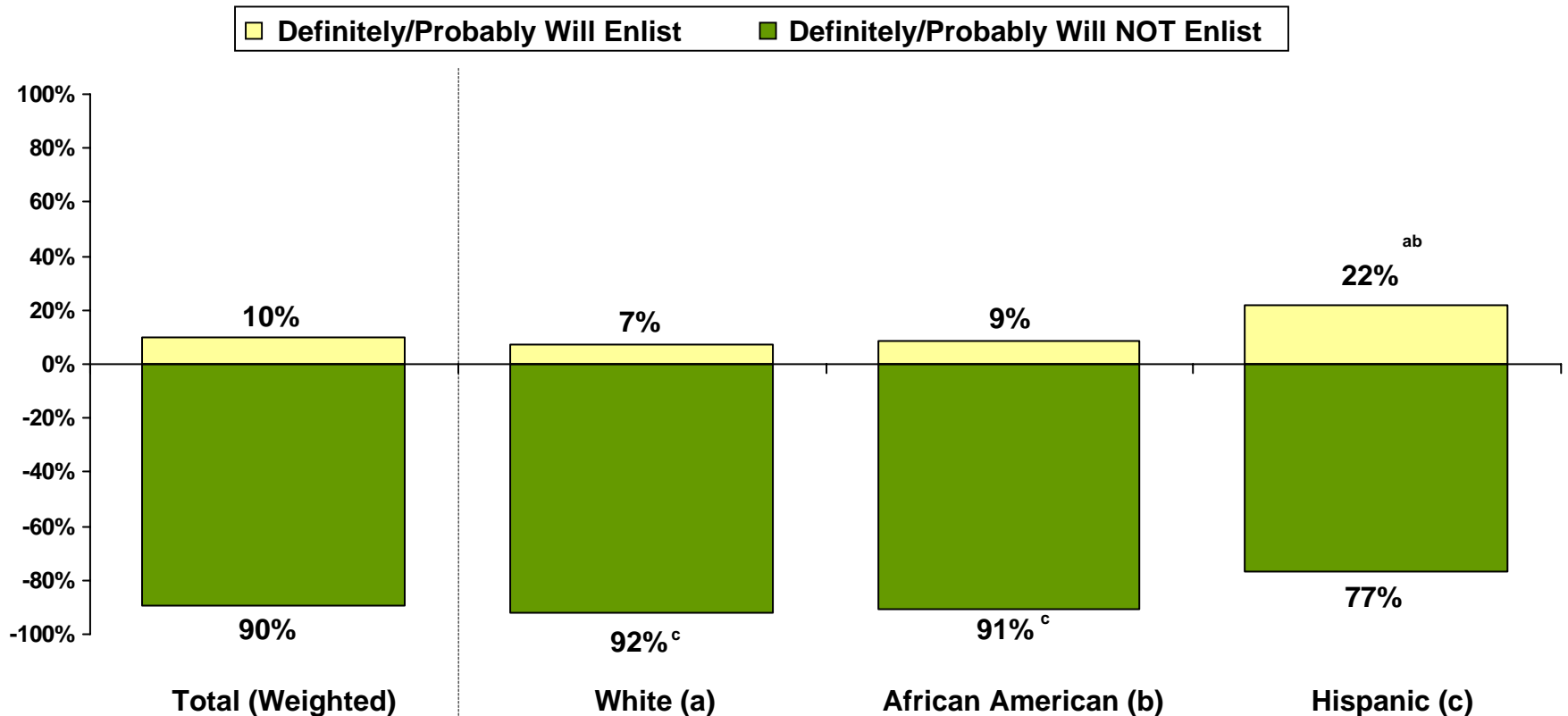
Letters indicate a significant difference at the 90% confidence level.





Likelihood of Child Enlisting in Military in Next Few Years Close (By Total and Ethnicity) Hold

Q.9 How likely do you think it is that your child will enlist in the military in the next few years?



Base: Total (Weighted) n=660, White n=216, African American n=212, Hispanic n=232

Letters indicate a significant difference at the 90% confidence level.



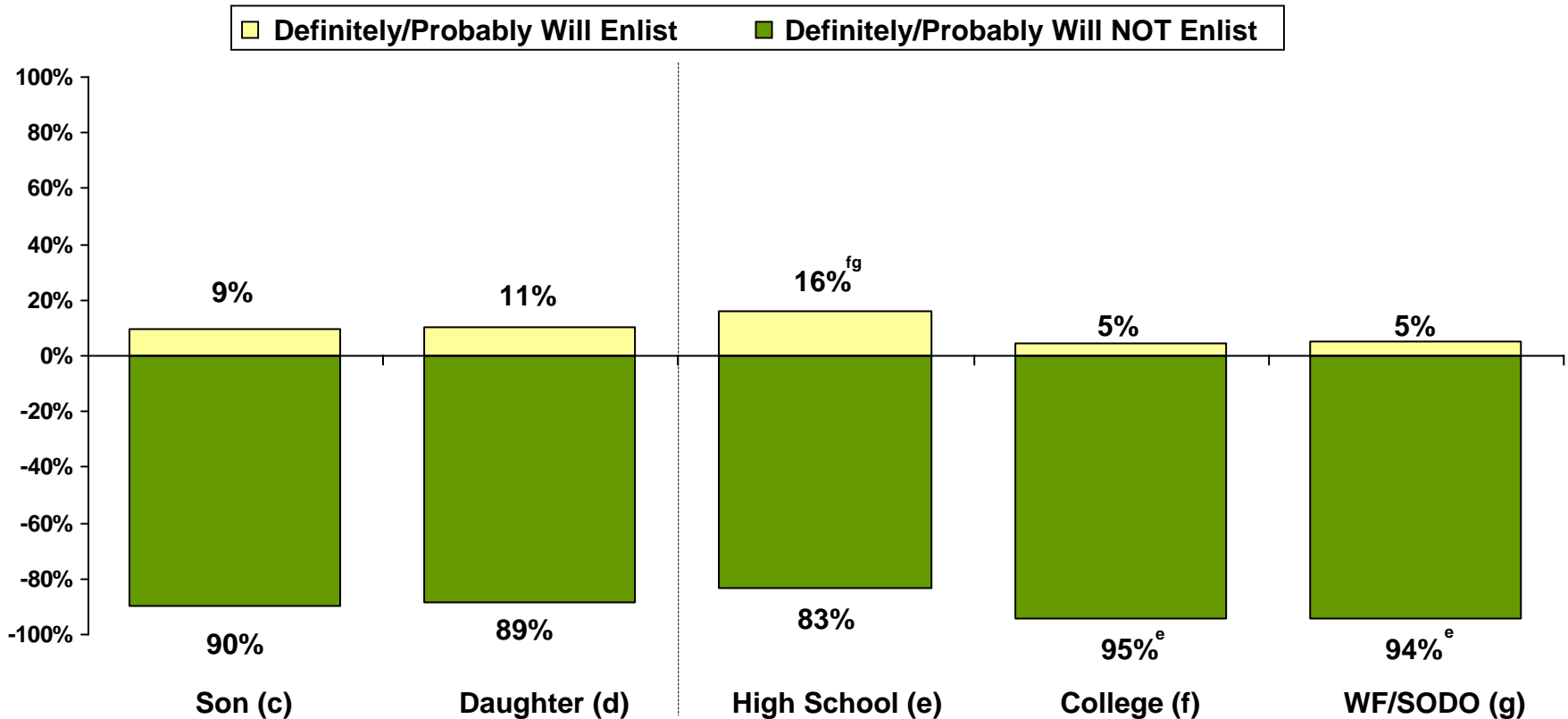
Likelihood of Child Enlisting in Military Next Few Years

(By Gender, Life Stage)

Close
Hold

Q.9 How likely do you think it is that your child will enlist in the military in the next few years?

Note: No telling differences emerged by Parents so data not shown



Base (All are Weighted): Son n=479, Daughter n=181, High School n=285, College n=163, WF/SODO n=212

Letters indicate a significant difference at the 90% confidence level.

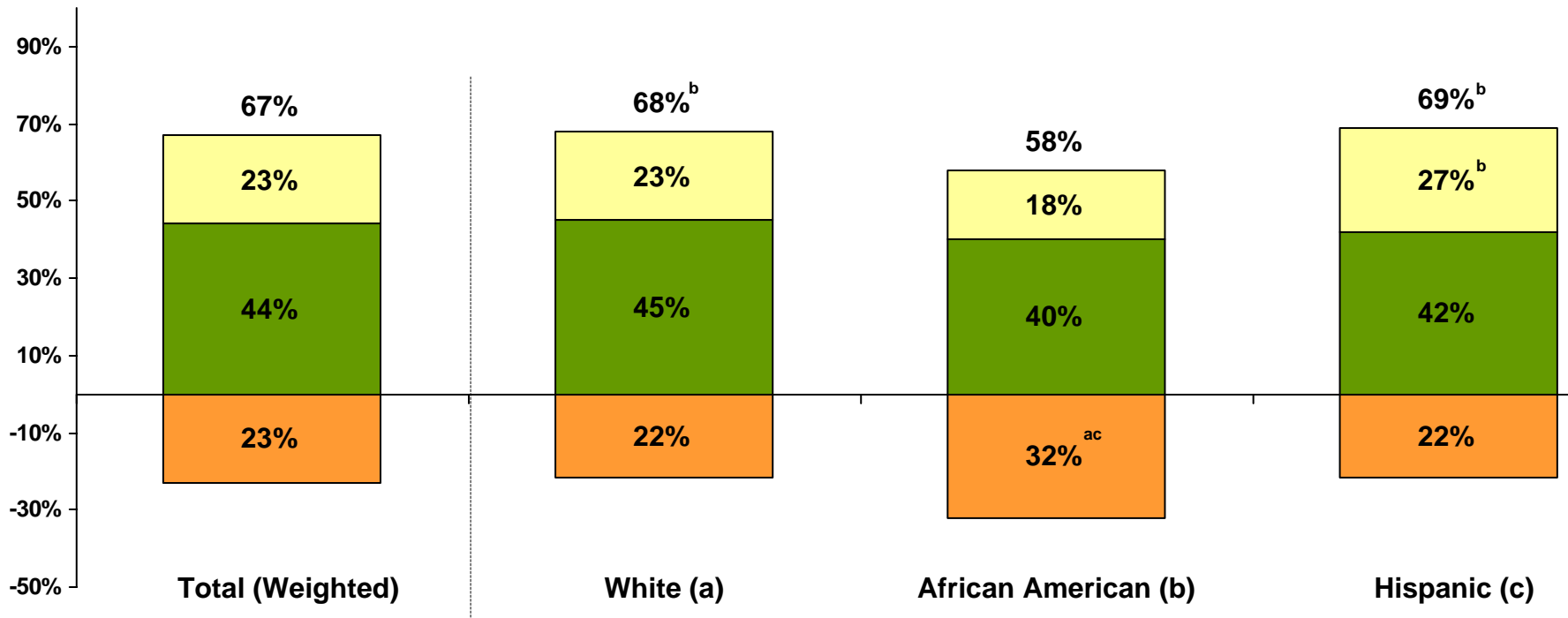


Parent's Level of Support of Military (By Total and Ethnicity)

Close
Hold

Q.10 If your child did decide to join the military, would you . . . ?

■ Strongly Support ■ Somewhat Support ■ Strongly/Somewhat Oppose



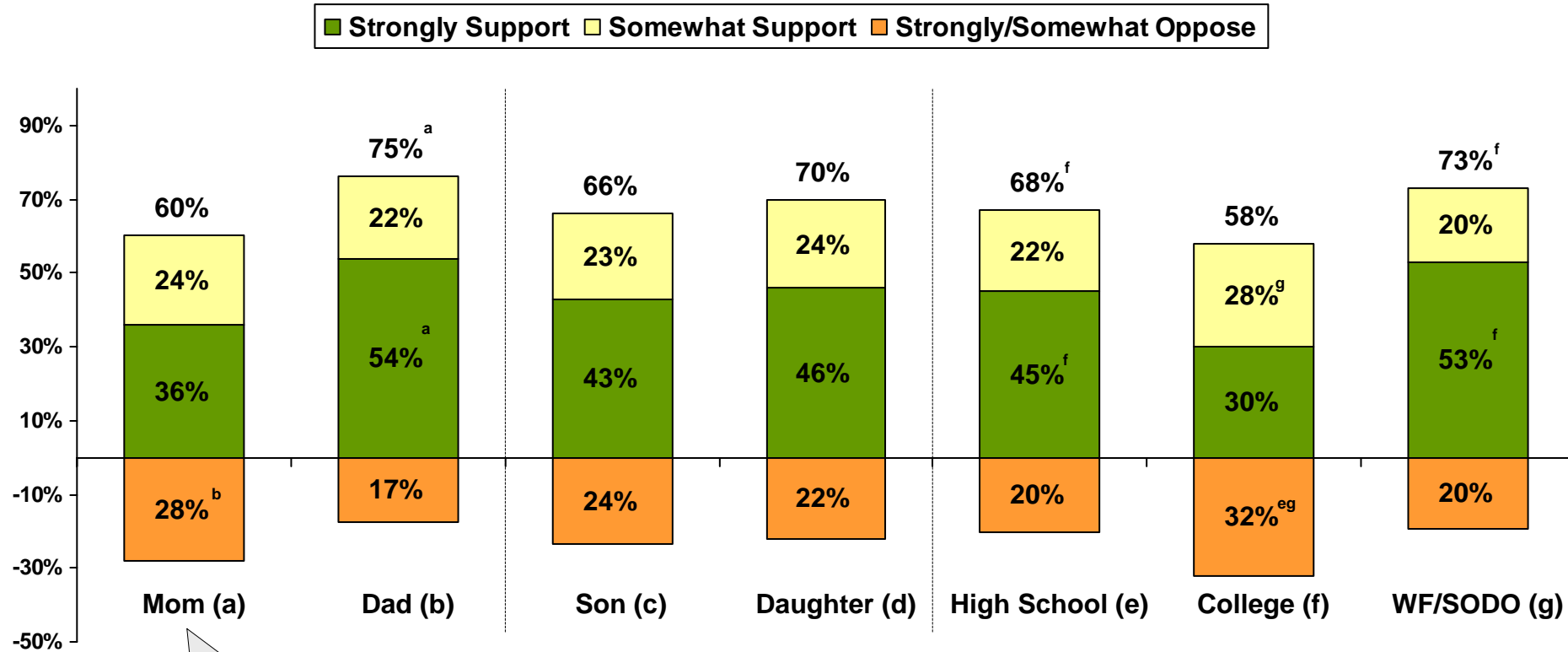
Base: Total (Weighted) n=660, White n=216, African American n=212, Hispanic n=232
Letters indicate a significant difference at the 90% confidence level.



Parent's Level of Support of Military (By Parents, Gender, Life Stage)

Close
Hold

Q.10 If your child did decide to join the military, would you . . . ?



AA Moms more likely
to oppose than
White & Hispanic Moms

Base (All are Weighted): Mom n=356, Dad n=304, Son n=479, Daughter n=181,
High School n=285, College n=163, WF/SODO n=212

Letters indicate a significant difference at the 90% confidence level.



Parent's Level of Support of Military

(By Ethnicity For Parents, Gender, Life Stage)

Close
Hold

Q.10 If your child did decide to join the military, would you . . .?

Base: Total	<u>White</u>		<u>African American</u>		<u>Hispanic</u>		<u>White</u>		<u>African American</u>		<u>Hispanic</u>	
	<u>Mom</u>	<u>Dad</u>	<u>Mom</u>	<u>Dad</u>	<u>Mom</u>	<u>Dad</u>	<u>Son</u>	<u>Daughter</u>	<u>Son</u>	<u>Daughter</u>	<u>Son</u>	<u>Daughter</u>
	(116)	(100)	(111)	(101)	(132)	(100)	(158)	(58)	(154)	(58)	(161)	(71)
	%	%	%	%	%	%	%	%	%	%	%	%
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)
<u>Strongly/Somewhat Support (Net)</u>	<u>62</u> ^c	<u>75</u> ^a	<u>46</u>	<u>71</u> ^c	<u>61</u> ^c	<u>79</u> ^e	<u>66</u>	<u>74</u> ^j	<u>62</u> ^j	<u>48</u>	<u>68</u>	<u>70</u> ^j
Strongly Support Decision	37	54 ^a	29	53 ^c	35	52 ^e	44	48 ^j	44 ^j	29	39	49 ^j
Somewhat Support Decision	25	21	17	19	27 ^c	27	22	26	18	19	29 ⁱ	21
<u>Somewhat/Strongly Oppose (Net)</u>	<u>26</u>	<u>17</u>	<u>41</u> ^{dae}	<u>22</u>	<u>27</u> ^f	<u>15</u>	<u>23</u>	<u>19</u>	<u>30</u> ^k	<u>38</u> ^{hl}	<u>21</u>	<u>23</u>

Base: Total	<u>White</u>			<u>African American</u>			<u>Hispanic</u>		
	<u>High School</u>	<u>College</u>	<u>Work Frce/ SODO</u>	<u>High School</u>	<u>College</u>	<u>Work Frce/ SODO</u>	<u>High School</u>	<u>College</u>	<u>Work Frce/ SODO</u>
	(89)	51	76	96	61	55	117	62	53
	%	%	%	%	%	%	%	%	%
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
<u>Strongly/Somewhat Support (Net)</u>	<u>69</u>	<u>57</u>	<u>75</u> ^{bf}	<u>62</u>	<u>54</u>	<u>56</u>	<u>69</u>	<u>66</u>	<u>72</u>
Strongly Support Decision	46 ^b	28	55 ^{bf}	45	33	40	43	39	45
Somewhat Support Decision	23	29	20	17	21	16	27 ^d	27	26
<u>Somewhat/Strongly Oppose (Net)</u>	<u>19</u>	<u>33</u> ^{ac}	<u>17</u>	<u>26</u>	<u>36</u>	<u>38</u> ^{ci}	<u>21</u>	<u>24</u>	<u>19</u>



Parent's Level of Support if Child Joins Military

(By Hispanic Groups - Spanish Speaking, Bilingual)

Close
Hold

Q.10 If your child did decide to join the military, would you . . . ?

	<u>Hispanic</u>	<u>Bilingual</u>	<u>Spanish Dominant</u>
Base: Total	(232) %	(149) % (a)	(83) % (b)
<u>Strongly/Somewhat Support (Net)</u>	<u>69</u>	<u>72</u>	<u>64</u>
Strongly Support Decision	42	44	40
Somewhat Support Decision	27	28	24
<u>Somewhat/Strongly Oppose (Net)</u>	<u>22</u>	<u>21</u>	<u>23</u>



Reason Parent Would Oppose Child Joining Military Close (By Total, Parents, Gender, Life Stage, Ethnicity) Hold

Q.10A Why would you oppose his/her decision to join the military? Any other reasons?

	Total Weighted	(Weighted)									
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo	White	AA	Hispanic
Base: Somewhat/Strongly Oppose	(152)	(100)	(53)	(112)	(40)	(58)	(53)	(41)	(47)	(68)	(50)
Child's Decision To Join	%	%	%	%	%	%	%	%	%	%	%
The Military		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Safety (Net)	28	32	20	29	26	31	26	27	23	38^j	38
Concerns Of Death/Being Shot	13	18 ^b	4	16 ^d	5	16	9	15	11	21	16
Fear Of War/Assignment	9	9	11	9	11	10	12	6	6	12	20 ^j
Too Dangerous/Safety Concerns	8	9	6	7	11	6	7	12	9	7	4
Personal Preference/Opinion (Net)	28	33^b	18	21	45^c	27	33	22	28	28	26
Not Suitable For The Military	8	9	5	7	10	9	11	2	9	7	4
Females Don't Belong	6	6	6	-	22 ^c	10 ^g	6	-	6	4	4
Only Child/Son	5	7 ^b	-	6	-	1	7	6	4	6	4
Concerns With Traveling/ Deployment	5	7	1	3	8	2	5	7	4	6	4
Don't Want Them In Military	3	3	4	3	6	1	4	5	4	3	-
Military Conflict (Net)	19	22	14	21	14	26	17	12	15	27	30^j
Disagree With War/Killing	7	10 ^b	2	9 ^d	1	12	4	5	4	15 ^j	12
(Current) National Situation/In Iraq	7	7	6	8	2	6	12 ^g	2	6	9	6
Distrust Military	3	4	2	4	3	7 ^g	2	-	2	2	12 ^{jk}
Experience (Net)	17	14	24	14	26^c	19^g	24^g	6	21ⁱ	10	6
Personal/Family/Friends Past/ Present (Iraq) Experience	17	14	24	14	26 ^c	19 ^g	24 ^g	6	21 ⁱ	10	6

Boxes are for highlighting purposes.

Letters indicate a significant difference at the 90% confidence level.



Reason Parent Would Oppose Child Joining Military Close (By Total, Parents, Gender, Life Stage, Ethnicity) Hold *(continued)*

Q.10A

Base: Somewhat/Strongly Oppose Child's Decision To Join The Military	Total	(Weighted)									
	Weighted	Mom	Dad	Son	Daughter	HS	College	WF/ Sodo	White	AA	Hispanic
	(152)	(100)	(53)	(112)	(40)	(58)	(53)	(41)	(47)	(68)	(50)
	%	%	%	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Opportunities (Net)	15	15	16	17	11	12	20	14	17 ⁱ	18 ⁱ	2
Education (Sub-Net)	9	10	6	10	4	7	15 ^g	3	9	13 ⁱ	2
Need To Continue/Complete Education	8	9	6	9	4	6	14 ^g	3	9 ⁱ	12 ⁱ	-
Career (Sub-Net)	7	5	10	7	7	5	5	12	9 ⁱ	6 ⁱ	-
Has Other Career Priorities/ Opportunities	4	3	5	3	6	5	1	6	4	4	-
Not Further/Provide (Future) Career (Opportunities)	3	2	5	4	1	1	4	5	4	2	-
Health (Net)	13	10	18	13	12	8	14	18	17 ^{kl}	3	4
All Mentions Of (Specific) Physical Ailment(s)	8	5	13 ^a	7	11	4	13 ^e	6	11 ^{kl}	2	2
Disabled (N.S.)	3	4	-	4	-	4	-	5 ^f	4 ^k	-	-
All Mentions Of (Specific) Mental Disability	2	1	4	2	1	-	1	6 ^e	2	2	2
Training (Net)	5	4	8	7	1	1	-	17 ^{ef}	6	2	4
Less Training/Not As Thorough	3	0	8 ^a	4	-	-	-	12 ^{ef}	4 ^k	-	2
Benefits (Net)	3	4	2	3	4	6	2	2	2	9	2
No/Less Benefits	2	2	2	1	3	1	2	2	-	7 ^j	2
Religion (Net)	2	2	2	1	4	1	3	1	-	6 ^j	6 ^j
Government (Net)	2	2	2	2	3	1	4	-	-	7 ^j	4
Don't Know/No Reason	6	6	5	7	1	1	11 ^e	5	6	4	4

Boxes are for highlighting purposes.

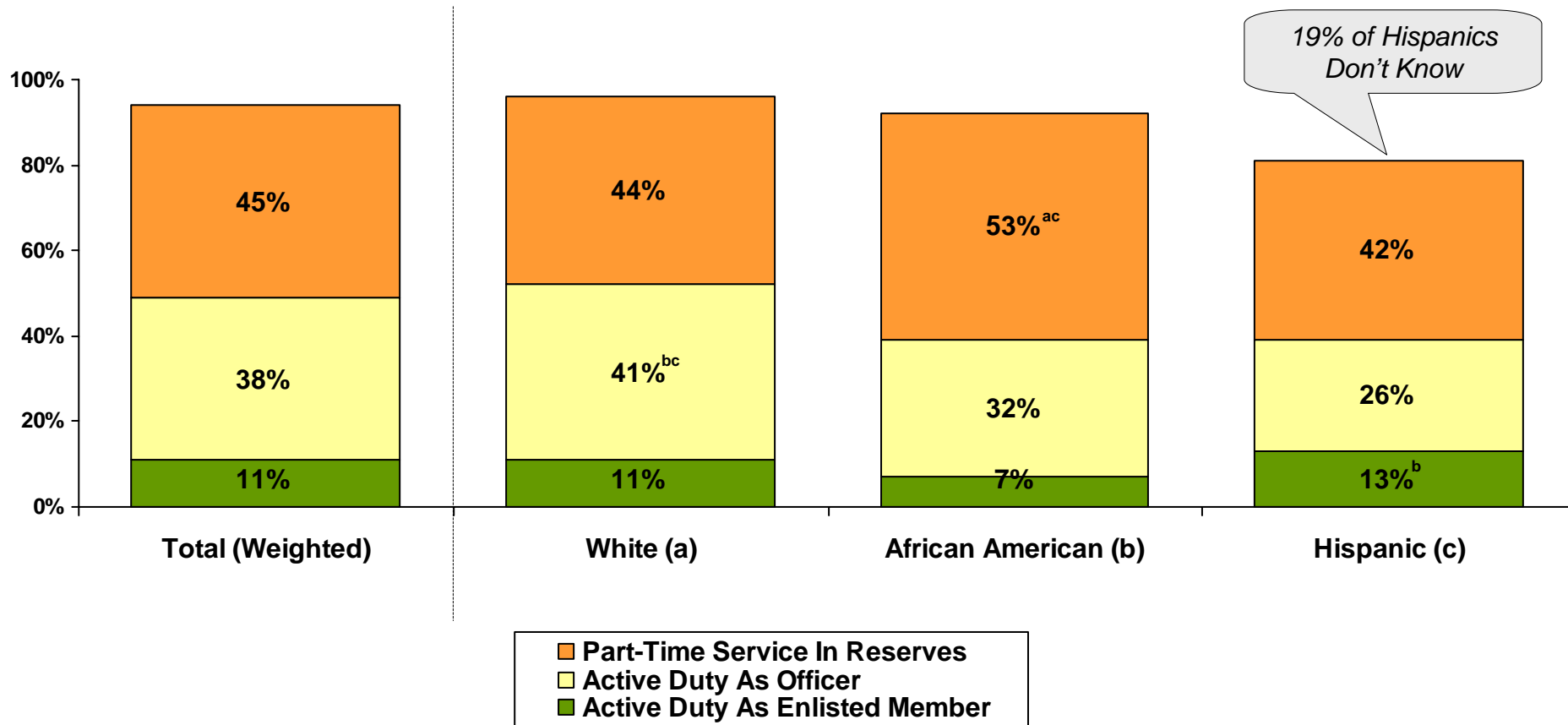
Letters indicate a significant difference at the 90% confidence level.



Military Service Parent Would Prefer For Child To Join (By Total and Ethnicity)

Close
Hold

Q.10B If your child did decide to join the military, which one of the following types of service would you prefer he/she choose?



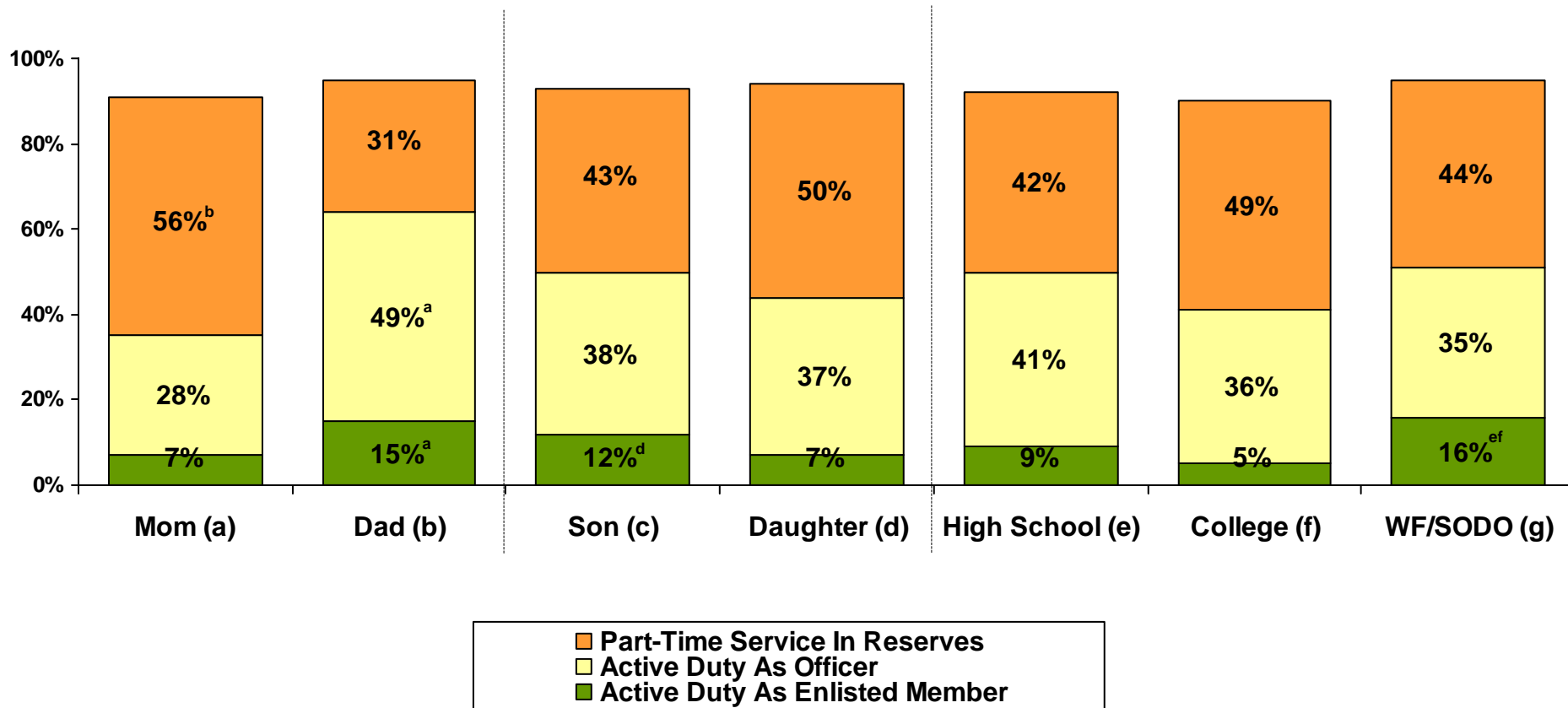
Base: Total (Weighted) n=660, White n=216, African American n=212, Hispanic n=232
Letters indicate a significant difference at the 90% confidence level.



Military Service Parent Would Prefer For Child To Join (By Parents, Gender, Life Stage)

Close
Hold

Q.10B If your child did decide to join the military, which one of the following types of service would you prefer he/she choose?



Base (All are Weighted): Mom n=356, Dad n=304, Son n=479, Daughter n=181,
High School n=285, College n=163, WF/SODO n=212

Letters indicate a significant difference at the 90% confidence level.

Motivators/Barriers



Main Reasons For Joining The Military

(By Total, Parents, Gender, Life Stage, Ethnicity)

Close
Hold

Q.11 What in your opinion are the main benefits of joining and serving in the military?

	Total Weighted	(Weighted)									
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo	White	AA	Hispanic
Base: Total	(660)	(356)	(304)	(479)	(181)	(285)	(163)	(212)	(216)	(212)	(232)
	%	%	%	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
<u>Dedication (Net)</u>	<u>61</u>	<u>65</u> ^b	<u>56</u>	<u>63</u>	<u>58</u>	<u>58</u>	<u>64</u>	<u>63</u>	<u>66</u> ^{kl}	<u>52</u>	<u>46</u>
Serve/Support/Protect America/ Country/Heritage	52	56 ^b	46	53	47	48	53	55	55 ^l	48	41
Sense Of Responsibility/Pride	7	7	7	7	6	7	6	8	8 ^k	3	5
Protect Our Freedom	5	7 ^b	3	3	10 ^c	5	6	4	7 ^{kl}	2	1
Tradition/Family Tradition	3	3	2	4 ^d	-	1	3	4 ^e	3 ^l	1	1
<u>Opportunities (Net)</u>	<u>40</u>	<u>41</u>	<u>38</u>	<u>36</u>	<u>48</u> ^c	<u>37</u>	<u>42</u>	<u>41</u>	<u>39</u>	<u>45</u>	<u>38</u>
<u>Career (Sub-Net)</u>	<u>20</u>	<u>21</u>	<u>20</u>	<u>20</u>	<u>22</u>	<u>20</u>	<u>18</u>	<u>22</u>	<u>22</u>	<u>18</u>	<u>16</u>
Employment/ Career/Job Training/Job Security	20	21	19	20	21	20	18	22	22 ^l	17	15
<u>Education (Sub-Net)</u>	<u>18</u>	<u>21</u> ^b	<u>14</u>	<u>16</u>	<u>22</u> ^c	<u>15</u>	<u>23</u> ^e	<u>18</u>	<u>17</u>	<u>23</u> ^j	<u>18</u>
Education/College Opportunities	18	21 ^b	14	16	22 ^c	15	23 ^e	18	17	23 ^j	18
<u>General Opportunities (Sub-Net)</u>	<u>10</u>	<u>8</u>	<u>13</u> ^a	<u>9</u>	<u>14</u> ^c	<u>10</u>	<u>9</u>	<u>12</u>	<u>9</u>	<u>18</u> ^{jl}	<u>9</u>
Offers Travel/Adventure	7	7	8	6	11 ^c	5	7	10 ^e	7	14 ^{jl}	4

Boxes are for highlighting purposes.

Letters indicate a significant difference at the 90% confidence level.



Main Reasons For Joining The Military

(By Total, Parents, Gender, Life Stage, Ethnicity) *(continued)*

Close
Hold

Q.11 What in your opinion are the main benefits of joining and serving in the military?

		(Weighted)									
	Total Weighted	Mom	Dad	Son	Daughter	HS	College	WF/ Sodo	White	AA	Hispanic
Base: Total	(660)	(356)	(304)	(479)	(181)	(285)	(163)	(212)	(216)	(212)	(232)
	%	%	%	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Benefits (Net)	38	34	42 ^a	38	38	38 ^f	28	46 ^{ef}	38	39	34
Self-Improvement (Sub-Net)	20	17	24 ^a	19	23	21 ^f	11	26 ^f	22	17	16
All Mentions Of Discipline	10	7	12 ^a	10	9	11 ^f	4	12 ^f	11	7	7
All Mentions Of Structure/ Development/Maturity	6	6	6	5	7	6 ^f	3	8 ^f	7	5	3
All Mentions Of Honor/Respect/ Self Respect	4	2	6 ^a	4	5	3	3	6	4	5 ⁱ	2
Financial (Sub-Net)	14	10	17 ^a	14	11	13	11	16	14 ⁱ	14 ⁱ	9
Offers Financial Help With School/College	9	7	12 ^a	10	6	9	6	12 ^f	10	7	7
Provides Income/Money/Financial Support	4	4	4	4	4	3	4	4	4	7 ⁱ	2
General Benefits (Sub-Net)	9	10	8	10 ^d	6	7	8	14 ^{ef}	8	11	10
Benefits (N.S.)	4	4	3	4	2	4	3	4	2	5	8 ^j
Retirement Benefits	3	4	2	4	2	2	4	5 ^e	4 ^{kl}	1	1
Nothing	4	5	4	5	3	4	3	5	3	9 ^j	8 ^j
Don't Know	3	2	4	2	5	4 ^g	5 ^g	-	3	2	4

Boxes are for highlighting purposes.

Letters indicate a significant difference at the 90% confidence level.



Perceptions About Joining Military

(By Total and Ethnicity)

Close
Hold

Q.11A Please tell me whether you Agree Strongly, Agree Somewhat, Disagree Somewhat, or Disagree Strongly that it is a good reason to join the military.

	Total (Weighted) (660)	White (216)	African American (212)	Hispanic (232)
Base: Total				
→ Defend And Serve Your Country	1	1 79%	3 58%	2 64%
Become More Disciplined	2	2	1	1
Become More Mature And Responsible	3	3	4	5
Get Help Paying For A College Education	4	4	2	3
Develop Character And Self-Confidence	5	5	8	4
Learn To Face Challenges And Overcome Adversity	6	7	9	6
Gain Leadership Experience	7	6	7	19
Get Benefits, Such As Health Care, Retirement And Vacation	8	8	10	12
Travel And See The World	9	11	5	10
Make Yourself Mentally Tougher And Stronger	10	9	12	8
Make A Difference	11	10	17	22
Job Security	12	12	18	15
Open Doors To Opportunity In The Future	13	14	15	13
Learn Skills That Will Help You Get A Good Job When You Get Out	14	15	14	9
Be Part Of Something Big And Important	15	13	19	14
Get High Tech Training And Computer Skills	16	19	6	7
Learn Things You Cannot Learn Anywhere Else	17	18	13	11
Develop Friendships And Camaraderie	18	17	16	18
Fair Treatment And Good Opportunities For Minorities	19	16	22	21
Develop Your Potential To The Fullest	20	21	20	16
Get Respect From Others	21	20	21	17
Have Exciting Experiences And Adventures	22	22	11	23
Fair Treatment And Good Opportunities For Women	23	23	23	20



Perceptions About Joining Military

(By Total and Ethnicity)

Close
Hold

Q.11A Please tell me whether you Agree Strongly, Agree Somewhat, Disagree Somewhat, or Disagree Strongly that it is a good reason to join the military.

	Total (Weighted)	White	African American	Hispanic
Base: Total	(660)	(216)	(212)	(232)
	%	%	%	%
		(a)	(b)	(c)
Defend And Serve Your Country	74	79 ^{bc}	58	64
Become More Disciplined	64	63	63	66
Become More Mature And Responsible	61	63	58	59
Get Help Paying For A College Education	58	57	62	61
Develop Character And Self-Confidence	54	52	51	61 ^{ab}
Learn To Face Challenges And Overcome Adversity	49	48	49	57 ^{ab}
Gain Leadership Experience	49	48	53	46
Get Benefits, Such As Health Care, Retirement And Vacation	44	42	49	51 ^a
Travel And See The World	43	39	57 ^a	53 ^a
Make Yourself Mentally Tougher And Stronger	43	40	48 ^a	54 ^a
Make A Difference	41	40	42	44
Job Security	40	37	42	49 ^a
Open Doors To Opportunity In The Future	39	35	43 ^a	51 ^a
Learn Skills That Will Help You Get A Good Job When You Get Out	39	34	45 ^a	54 ^{ab}
Be Part Of Something Big And Important	38	36	41	50 ^{ab}
Get High Tech Training And Computer Skills	37	30	55 ^a	57 ^a
Learn Things You Cannot Learn Anywhere Else	36	31	45 ^a	52 ^a
Develop Friendships And Camaraderie	36	32	43 ^a	48 ^a
Fair Treatment And Good Opportunities For Minorities	36	34	33	45 ^{ab}
Develop Your Potential To The Fullest	32	28	38 ^a	49 ^{ab}
Get Respect From Others	32	28	35	49 ^{ab}
Have Exciting Experiences And Adventures	31	26	49 ^a	43 ^a
Fair Treatment And Good Opportunities For Women	25	19	31 ^a	46 ^{ab}

% Rating "Agree Strongly"



Perceptions About Joining Military

(By Parents, Gender, Life Stage)

Close
Hold

Q.11A Please tell me whether you Agree Strongly, Agree Somewhat, Disagree Somewhat, or Disagree Strongly that it is a good reason to join the military.

% Rating "Agree Strongly"

Weighted

Mom

Dad

Son

Daughter

High School

College

Work
Frce/SODO

(356)

(304)

(479)

(181)

(285)

(163)

(212)

%

%

%

%

%

%

%

(a)

(b)

(c)

(d)

(e)

(f)

(g)

Defend And Serve Your
Country

72

76

73

75

70

76

78 ^e

Become More Disciplined

59

70 ^a

61

71 ^c

66 ^f

54

68 ^f

Become More Mature And
Responsible

59

65

58

69 ^c

57

64

66 ^e

Get Help Paying For A
College Education

58

59

59

57

61

54

57

Develop Character And Self-
Confidence

51

56

51

60 ^c

55

49

55

Learn To Face Challenges
And Overcome Adversity

46

53

48

53

47

45

56 ^{ef}

Gain Leadership Experience

45

53 ^a

47

52

51

44

49

Get Benefits, Such As Health
Care, Retirement And
Vacation

44

45

40

55 ^c

42

41

50 ^{ef}

Travel And See The World

41

46

42

46

41

41

47

Make Yourself Mentally
Tougher And Stronger

38

49 ^a

40

51 ^c

42

45

44

Make A Difference

42

40

40

44

38

40

45 ^e

Job Security

37

42

39

42

40

36

42



Perceptions About Joining Military

(By Parents, Gender, Life Stage) *(continued)*

Close
Hold

Q.11A Please tell me whether you Agree Strongly, Agree Somewhat, Disagree Somewhat, or Disagree Strongly that it is a good reason to join the military.

% Rating "Agree Strongly"

Base: Total

	Weighted						Work
	Mom	Dad	Son	Daughter	High School	College	Frce/SODO
	(356)	(304)	(479)	(181)	(285)	(163)	(212)
	%	%	%	%	%	%	%
	(a)	(b)	(c)	(d)	(e)	(f)	(g)
Open Doors To Opportunity In The Future	36	41	39	39	40	39	36
Learn Skills That Will Help You Get A Good Job When You Get Out	39	38	38	41	39	36	39
Be Part Of Something Big And Important	40	37	38	40	37	39	40
Get High Tech Training And Computer Skills	39	36	34	46 ^c	32	37	45 ^e
Learn Things You Cannot Learn Anywhere Else	32	41 ^a	35	39	37	31	39 ^f
Develop Friendships And Camaraderie	29	44 ^a	34	42 ^c	35	36	36
Fair Treatment And Good Opportunities For Minorities	32	40 ^a	34	41 ^c	37	34	35
Develop Your Potential To The Fullest	29	36 ^a	32	34	34 ^f	26	35 ^f
Get Respect From Others	32	32	30	39 ^c	28	35	36 ^e
Have Exciting Experiences And Adventures	28	35 ^a	30	33	29	27	38 ^{ef}
Fair Treatment And Good Opportunities For Women	20	30 ^a	23	29	25	21	26



Main Reasons For NOT Joining The Military

(By Total, Parents, Gender, Life Stage, Ethnicity)

Close
Hold

Q.12 What in your opinion are the main reasons for not joining and serving in the military?

	Total Weighted	(Weighted)							White	AA	Hispanic
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo			
Base: Total	(660)	(356)	(304)	(479)	(181)	(285)	(163)	(212)	(216)	(212)	(232)
	%	%	%	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Safety (Net)	41	49^b	31	43^d	35	43	35	42	42	42	35
Concerns Of Danger/Death/ Being Killed	27	34 ^b	20	29 ^d	22	31 ^f	19	29 ^f	30 ^{kl}	22	20
Fear Of War/Combat	13	17 ^b	8	14	11	12	13	13	12	20 ^{jl}	13
Commitment (Net)	21	22	19	21	21	14	25^e	26^e	24^{kl}	9	16^k
Family (Sub-Net)	9	12^b	7	10	9	4	12^e	14^e	10^k	5	10^k
Separation Of Family/Friends	5	6	4	5	6	3	6	8 ^e	6 ^k	1	7 ^k
General Commitment (Sub-Net)	14	12	16	13	16	12	17	13	17^{kl}	5	7
Required Commitment/Length Of Commitment	7	8	7	7	8	6	10 ^e	7	9 ^{kl}	2	2
Loss of Prsnl. Time/Normal Life	4	4	5	4	5	5	6 ^g	2	6 ^{kl}	2	1
Lack Of Aptitude/Requirements (Net)	19	20	19	18	23	16	17	25^{ef}	21^k	14	16
Medical/Mental (Sub-Net)	7	7	7	7	7	4	6	11^{ef}	7^k	2	8^k
(Specific) Medical/Health Reasons/Disability	6	6	6	6	6	4	4	10 ^{ef}	7 ^k	1	7 ^k
General Lack Of Aptitude/ Requirements (Sub-Net)	13	13	12	12	16	12	11	14	14^l	11	8
Discrimination/Unfair/Unequal Treatment	2	3	2	2	2	3	3	2	2	7 ^{jl}	1

Boxes are for highlighting purposes.

Letters indicate a significant difference at the 90% confidence level.



Main Reasons For NOT Joining The Military

(By Total, Parents, Gender, Life Stage, Ethnicity) *(continued)*

Close
Hold

Q.12 What in your opinion are the main reasons for not joining and serving in the military?

	Total Weighted	(Weighted)							White	AA	Hispanic
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo			
Base: Total	(660)	(356)	(304)	(479)	(181)	(285)	(163)	(212)	(216)	(212)	(232)
	%	%	%	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Personal Values/Beliefs (Net)	14	13	15	14	14	12	12	18^e	13	21^{jl}	15
Not Support Military/Unpatriotic	7	8	6	9 ^d	4	7	4	11 ^{ef}	7	10	8
Religion/Moral Beliefs	2	1	2	1	5 ^c	2	4 ^g	0	1	3	2
Opportunities (Net)	14	10	17^a	14	12	18^g	16^g	6	16^{kl}	8	7
Career (Sub-Net)	8	7	9	8	6	10^g	10^g	3	9^{kl}	5	3
To Pursue Other Goals/ Commitment/Career	8	7	9	8	6	10 ^g	10 ^g	3	9 ^{kl}	5	3
Education (Sub-Net)	7	5	10^a	8	6	11^{fg}	6	3	9^{kl}	3	4
Prefer College/Have College Scholarship	7	5	10 ^a	8	6	11 ^{fg}	6	3	9 ^{kl}	3	4
Relocation (Net)	5	6^b	3	5	4	5	4	5	6^k	2	3
Traveling/To Leave Home	2	3 ^b	1	3	2	3 ^f	1	3 ^f	3	2	1
Financial (Net)	4	2	7^a	5	3	8^{fg}	2	2	5^l	3	1
(Low) Pay	4	1	6 ^a	4	3	6 ^{fg}	1	2	4 ^l	3	1
Miscellaneous											
No Interest/Desire	4	5	3	3	6	4	4	5	4	4	6
None	7	4	11^a	6	11^c	9	4	8	6	9	14^{jk}
Don't Know	6	5	7	6	6	5	8	5	5	9	5

Boxes are for highlighting purposes.

Letters indicate a significant difference at the 90% confidence level.



Perceptions About NOT Joining Military

(By Total and Ethnicity)

Close
Hold

Q.12A Please tell me whether you Agree Strongly, Agree Somewhat, Disagree Somewhat, or Disagree Strongly that it is a good reason not to join the military.

Base: Total

*Unaidedly, about 40%
mention aspects of Safety*

	Total (Weighted) (660)	White (216)	African American (212)	Hispanic (232)
Possibility Of Being Wounded Or Killed In Combat	81% 1	1	1	1
Career Or Personal Plans Would Be Put On Hold	2	2	6	5
Being Away From Home And Family	3	3	2	2
Loss Of A Normal Lifestyle	4	4	3	7
Pay Not As Good As For A Civilian Job	5	5	7	9
The Long Time Commitment Required	6	6	9	3
Loss Of Personal Freedom	7	7	5	4
Rigid, Inflexible Lifestyle	8	8	10	8
Likelihood Of Overseas Deployment	9	9	8	10
No Control Over Type Of Job Assigned	10	10	11	11
Tough Physical Demands	11	11	12	6
Religious Or Moral Beliefs	12	12	4	14
The Military Will Not Deliver On Their Promises	13	14	13	12
Toughness Of Basic Training	14	13	16	13
Too Strict	15	15	17	15
Discrimination Against Women	16	16	15	18
Does Not Contribute To Long Term Success	17	17	19	19
The Military Has Lowered Their Standards	18	18	20	16
No Prestige, Low Status	19	19	18	21
Racial Discrimination	20	21	14	17
No One To Watch Your Back	21	20	21	20



Perceptions About NOT Joining Military

(By Total and Ethnicity)

Close
Hold

Q.12A Please tell me whether you Agree Strongly, Agree Somewhat, Disagree Somewhat, or Disagree Strongly that it is a good reason not to join the military.

% Rating "Agree Strongly" or "Somewhat"

	Total (Weighted)	White	African American	Hispanic
Base: Total	(660)	(216)	(212)	(232)
	%	%	%	%
		(a)	(b)	(c)
Possibility Of Being Wounded Or Killed In Combat	81	82 ^c	86 ^c	71
Career Or Personal Plans Would Be Put On Hold	69	73 ^{bc}	60	59
Being Away From Home And Family	68	69 ^c	66	62
Loss Of A Normal Lifestyle	63	64	64	57
Pay Not As Good As For A Civilian Job	62	63 ^c	59	56
The Long Time Commitment Required	61	62	58	61
Loss Of Personal Freedom	61	61	62	60
Rigid, Inflexible Lifestyle	59	60	57	56
Likelihood Of Overseas Deployment	59	59	59	56
No Control Over Type Of Job Assigned	57	58	55	52
Tough Physical Demands	52	51	53	58
Religious Or Moral Beliefs	49	47	63 ^{ac}	50
The Military Will Not Deliver On Their Promises	41	38	51 ^a	50 ^a
Toughness Of Basic Training	41	38	48 ^a	50 ^a
Too Strict	38	34	47 ^a	49 ^a
Discrimination Against Women	37	33	49 ^a	45 ^a
Does Not Contribute To Long Term Success	31	27	35 ^a	44 ^{ab}
The Military Has Lowered Their Standards	30	26	32	47 ^{ab}
No Prestige, Low Status	29	25	37 ^a	40 ^a
Racial Discrimination	27	19	51 ^a	47 ^a
No One To Watch Your Back	26	22	30 ^a	42 ^{ab}



Perceptions About NOT Joining Military

(By Parents, Gender, Life Stage)

Close
Hold

Q.12A Please tell me whether you Agree Strongly, Agree Somewhat, Disagree Somewhat, or Disagree Strongly that it is a good reason not to join the military.

% Rating “Agree Strongly” or “Agree Somewhat”

	Weighted						
Base: Total	Mom (356) % (a)	Dad (304) % (b)	Son (479) % (c)	Daughter (181) % (d)	High School (285) % (e)	College (163) % (f)	Work Frce/SODO (212) % (g)
Possibility Of Being Wounded Or Killed In Combat	85 ^b	76	79	85	83	83	77
Career Or Personal Plans Would Be Put On Hold	70	68	69	68	72	67	67
Being Away From Home And Family	76 ^b	58	69	64	69	70	65
Loss Of A Normal Lifestyle	68 ^b	57	62	65	61	70 ^{eg}	61
Pay Not As Good As For A Civilian Job	60	63	64 ^d	56	65 ^f	57	60
The Long Time Commitment Required	68 ^b	53	60	64	65 ^g	69 ^g	51
Loss Of Personal Freedom	69 ^b	52	61	62	60	61	63
Rigid, Inflexible Lifestyle	62	56	59	61	61 ^g	66 ^g	52
Likelihood Of Overseas Deployment	67 ^b	48	59	57	59	68 ^{eg}	52
No Control Over Type Of Job Assigned	60 ^b	53	58	54	59	56	55
Tough Physical Demands	58 ^b	45	51	56	56 ^g	52	48
Religious Or Moral Beliefs	54 ^b	44	50	48	48	46	53
The Military Will Not Deliver On Their Promises	42	41	43	37	43	38	42
Toughness Of Basic Training	47 ^b	34	40	44	43 ^g	50 ^g	32
Too Strict	46 ^b	29	38	39	37	47 ^{eg}	33
Discrimination Against Women	43 ^b	30	35	42 ^c	37	37	36
Does Not Contribute To Long Term Success	28	33	30	32	28	38 ^{eg}	28
The Military Has Lowered Their Standards	29	32	30	30	31	29	31
No Prestige, Low Status	31	26	28	31	30	30	27
Racial Discrimination	30 ^b	23	27	26	25	30	27
No One To Watch Your Back	30 ^b	22	25	29	28	27	23

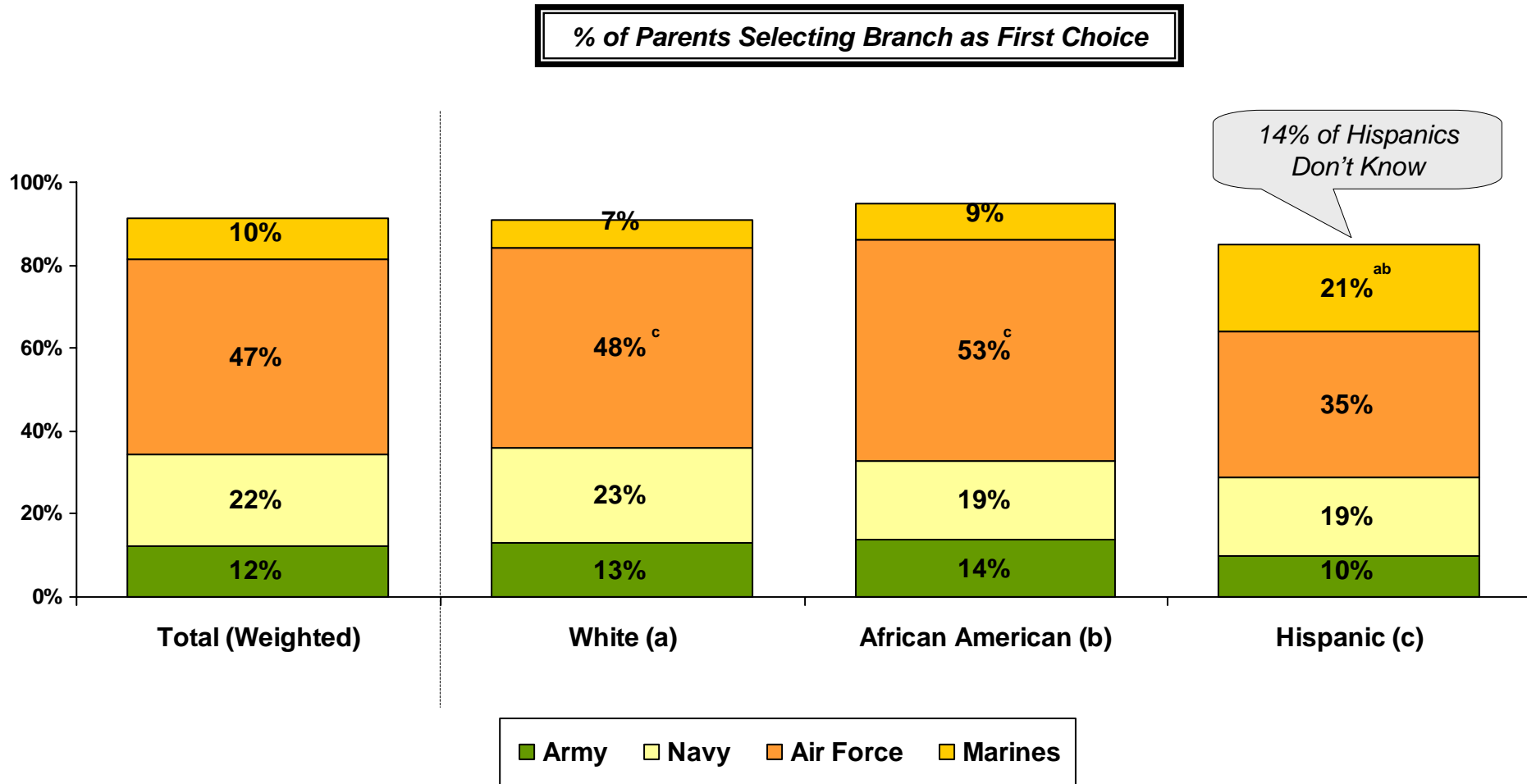
Preferred Service Branch



Branch of Military Would Prefer Child to Join (By Total, Ethnicity)

Close
Hold

Q.13 If your child decided to join the military, which branch of the military would you prefer that he/she join?



Note: Numbers do not sum to 100% due to Don't Knows.

Base: Total (Weighted) n=660, White n=216, African American n=212, Hispanic n=232

Letters indicate a significant difference at the 90% confidence level.

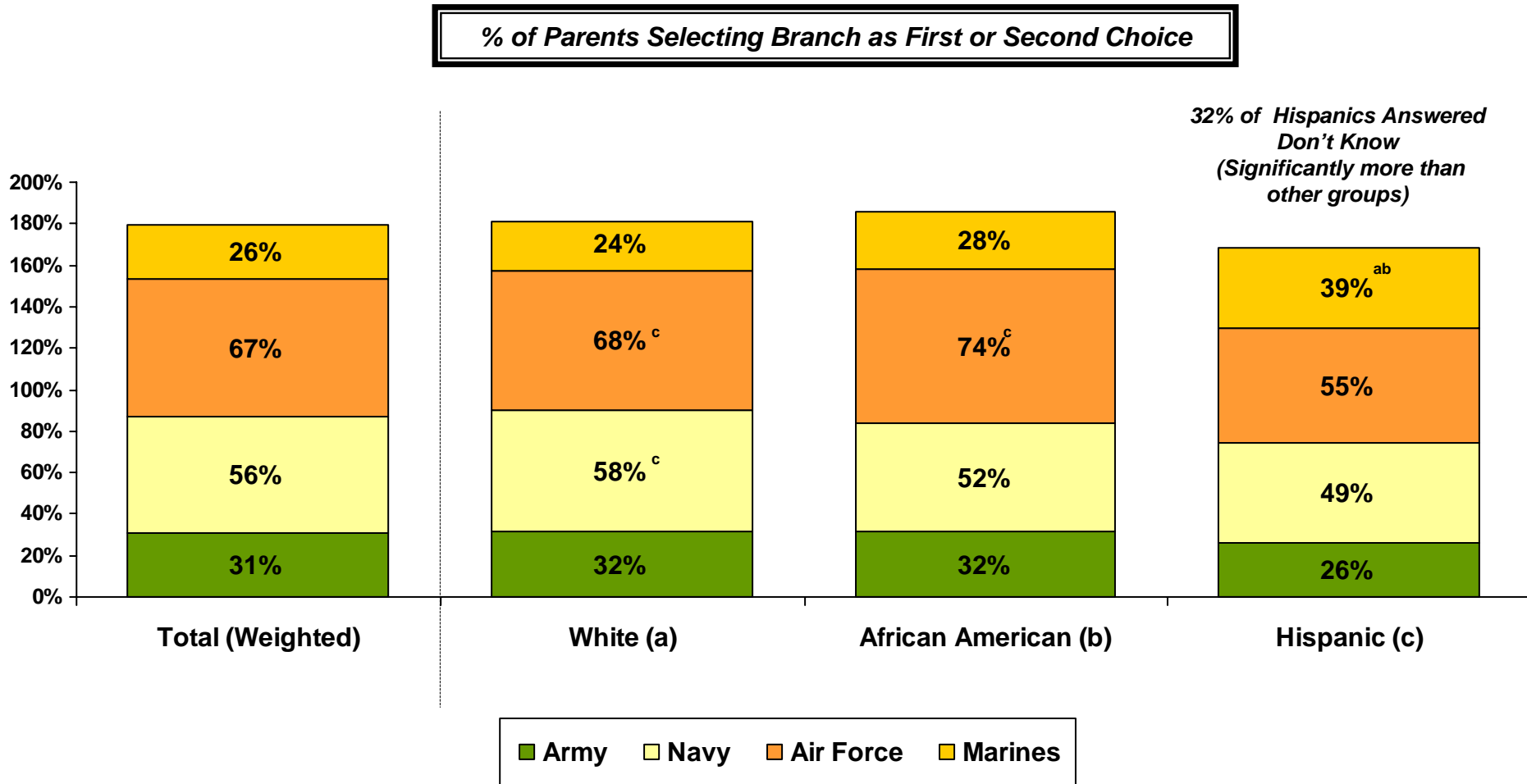


Branch of Military Would Prefer Child to Join (By Total, Ethnicity)

Close
Hold

Q.13A

What would be your second choice?



Note: Numbers sum over 100% due to responses including first and second choice.

Base: Total (Weighted) n=660, White n=216, African American n=212, Hispanic n=232

Letters indicate a significant difference at the 90% confidence level.



Branch of Military Would Prefer Child to Join

(By Total, Parents, Gender, Life Stage)

Close
Hold

Q.13/13A If your child decided to join the military, which branch of the military would you prefer that he/she join? What would be your second choice?

% of Parents Selecting Branch as First Choice

	Total Weighted	(Weighted)						
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo
Base: Total	(660)	(356)	(304)	(479)	(181)	(285)	(163)	(212)
	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)
Air Force	47	39	56 ^a	44	54 ^c	50 ^f	41	47
Navy	22	24	20	23	20	19	26 ^e	23
Army	12	15 ^b	10	13	10	15 ^g	13	8
Marines	10	9	10	11	7	11 ^f	4	13 ^f

% of Parents Selecting Branch as First or Second Choice

Air Force	67	60	75 ^a	64	74 ^c	67	67	66
Navy	56	54	59	57	55	59	56	52
Army	31	28	34 ^a	31	29	35 ^f	24	30
Marines	26	30 ^b	23	29 ^d	20	26	20	32 ^f

Note: Numbers do not sum to 100% due to Don't Knows.

Letters indicate a significant difference at the 90% confidence level.



Branch of Military Would Prefer Child to Join

(By Ethnicity For Parents, Gender)

Close
Hold

Q.13/13A If your child decided to join the military, which branch of the military would you prefer that he/she join? What would be your second choice?

% of Parents Selecting Branch as First Choice

	<u>White</u>		<u>African American</u>		<u>Hispanic</u>		<u>White</u>		<u>African American</u>		<u>Hispanic</u>	
	<u>Mom</u>	<u>Dad</u>	<u>Mom</u>	<u>Dad</u>	<u>Mom</u>	<u>Dad</u>	<u>Son</u>	<u>Daughter</u>	<u>Son</u>	<u>Daughter</u>	<u>Son</u>	<u>Daughter</u>
Base: Total	(116)	(100)	(111)	(101)	(132)	(100)	(158)	(58)	(154)	(58)	(161)	(71)
	%	%	%	%	%	%	%	%	%	%	%	%
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)
Air Force	41 ^e	56 ^a	42 ^e	64 ^{cf}	26	48 ^e	44	59 ^{gl}	53 ^k	53 ^l	37	32
Navy	24	22	22	16	22	15	25 ^{ik}	17	16	28 ⁱ	17	23
Army	15	10	17	10	12	8	14	9	14	12	9	13
Marines	6	9	11	6	21 ^{ac}	22 ^{bd}	8	5	10	3	22 ^{gi}	18 ^{hj}

% of Parents Selecting Branch as First or Second Choice

Air Force	62 ^e	74 ^a	65 ^e	84 ^{cbf}	45	68 ^e	63	79 ^{gl}	73 ^{gk}	78 ^l	57	51
Navy	56	61 ^f	49	56	49	48	61 ^{ik}	52	49	60	43	62 ^k
Army	27	37 ^d	39 ^{dae}	24	22	31	32	29	32	31	26	25
Marines	27	20	31	25	41 ^{ac}	36 ^{bd}	26	17	30	22	42 ^{gi}	31 ^h



Branch of Military Would Prefer Child to Join

(By Ethnicity For Life Stage)

Close
Hold

Q.13/13A If your child decided to join the military, which branch of the military would you prefer that he/she join? What would be your second choice?

% of Parents Selecting Branch as First Choice

	<u>White</u>			<u>African American</u>			<u>Hispanic</u>		
	<u>High School</u>	<u>College</u>	<u>Work Frce/ SODO</u>	<u>High School</u>	<u>College</u>	<u>Work Frce/ SODO</u>	<u>High School</u>	<u>College</u>	<u>Work Frce/ SODO</u>
Base: Total	(89) %	51 %	76 %	96 %	61 %	55 %	117 %	62 %	53 %
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Air Force	54 ^{bg}	39	47 ⁱ	52 ^g	49	58 ⁱ	35	39	32
Navy	20	28	24	14	28 ^d	18	16	19	25
Army	15	16	8	19	10	9	12	7	11
Marines	7	2	12 ^b	12 ^e	3	9	25 ^{had}	13 ^{be}	23 ^f

% of Parents Selecting Branch as First or Second Choice

Air Force	70 ^g	69 ^h	65	70 ^g	75 ^h	80 ^{ci}	55	50	60
Navy	64 ^{dg}	57	53	47	57	56	50	52	43
Army	36	24	32	39 ^f	28	24	28	24	23
Marines	21	18	30	33 ^{ea}	20	27	39 ^a	27	51 ^{hcf}



Branch of Military Would Prefer Child to Join

(By Hispanic Groups - Spanish Speaking, Bilingual)

Close
Hold

Q.13/13A

If your child decided to join the military, which branch of the military would you prefer that he/she join? What would be your second choice?

% of Parents Selecting Branch as First Choice

	<u>Hispanic</u>	<u>Bilingual</u>	<u>Spanish</u> <u>Dominant</u>
Base: Total	(232)	(149)	(83)
	%	%	%
		(a)	(b)
Air Force	35	45 ^b	18
Marines	21	18	27
Navy	19	16	24
Army	10	9	12

% of Parents Selecting Branch as First or Second Choice

Air Force	55	65 ^b	36
Navy	49	50	47
Marines	39	37	42
Army	26	25	28



Reason Army Is First Choice

(By Total, Parents, Gender, Life Stage, Ethnicity)

Close
Hold

Q.14 Why would the Army be your first choice?

	Total Weighted	(Weighted)									
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo	White	AA	Hispanic
Base: Army Was First Choice	(81)	(52)	(29)	(64)	(18)	(42)	(22)	(18)	(27)	(29)	(24)
	%	%	%	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Familiarity (Net)	56	55	58	59	47	52	66	54	63 ^{kl}	38	38
Enlisted/Know Someone/Relative											
Enlisted/Previously Enlisted	39	36	44	45 ^d	17	36	34	52	44 ^k	21	29
Past/ Personal Experience/Choice	17	15	19	16	17	14	32 ^g	2	19	14	8
(More) Familiar With	9	5	16 ^a	5	25 ^c	7	20 ^g	-	11	7	-
Family Tradition	6	9	3	8	2	1	2	25 ^{ef}	7	3	4
Opportunities (Net)	21	22	18	20	22	26 ^f	4	29 ^f	19	24	29
Training (Sub-Net)	7	10 ^b	-	8	-	12	2	-	7	-	8
Good/Easier (Basic) Training	4	6	-	5	-	6	2	-	4	-	8
Harder/ More Comprehensive (Basic/Combat) Training	3	4	-	4	-	5	-	-	4	-	-
Career (Sub-Net)	5	2	9	5	5	9	-	-	4	7	8
More/ Better/Diverse (Future) Career/Job Opportunities	5	2	9	5	5	9	-	-	4	7	8
General Opportunities (Sub-Net)	12	14	8	10	17	10	2	27 ^f	11	14	13
Ability To Travel/ Offers (Exciting) Adventures	3	5	-	4	-	6	-	-	4	3	-
Potential For Advancement	3	4	-	4	-	5	-	-	4	-	-



Reason Army Is First Choice

(By Total, Parents, Gender, Life Stage, Ethnicity) *(continued)*

Close
Hold

Q.14

	Total Weighted	(Weighted)							White	AA	Hispanic
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo			
Base: Army Was First Choice	(81)	(52)	(29)	(64)	(18)	(42)	(22)	(18)	(27)	(29)	(24)
	%	%	%	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Reputation (Net)	13	11	16	16 ^d	-	13	10	17	15	7	8
Easy/ Easier Branch	6	2	15 ^a	8	-	6	10	2	7	3	4
More Prestige (Respected/ Good Reputation)	3	4	-	4	-	5	-	-	4	-	-
Safety (Net)	7	5	10	8	2	2	2	25 ^{ef}	7	3	8
Safer/Less Likely For Combat	7	5	10	8	2	2	2	25 ^{ef}	7	3	8
Benefits (Net)	4	1	9 ^a	4	2	6	-	2	4	3	4
Self-Improvement (Net)	3	3	1	3	-	2	4	2	-	10 ^j	8
Offers Structure/ Discipline	2	2	1	2	-	2	-	2	-	10 ^j	-
Don't Know	15	18	10	9	37 ^c	19	18	5	15	28 ⁱ	4



Reason Army Is NOT First Choice

(By Total, Parents, Gender, Life Stage, Ethnicity)

Close
Hold

Q.14A Why would the Army not be your first choice?

	Total Weighted	(Weighted)							White	AA	Hispanic
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo			
Base: Army Is Not Parent's Preferred	(517)	(255)	(263)	(372)	(145)	(226)	(116)	(176)	(170)	(170)	(175)
Military Branch	%	%	%	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Safety (Net)	32	36^b	28	34^d	26	30	38	30	34ⁱ	27	25
Likelihood Of Injury/Loss Of Life	7	6	8	8	4	7	9	5	8	6	4
(More) Potential For Combat	7	7	6	7	6	6	4	9	7	7	5
(More) Dangerous/In Harms Way	7	5	8	6	8	6	8	6	7	3	10 ^k
(More) Ground Forces/Land Based	6	6	6	6	5	7 ^f	2	8 ^f	7	5	3
(First) On Scene/Front Line	5	8 ^b	3	6	3	4	8	5	5	7	3
Head To Head/Hand To Hand/ Direct Combat	4	4	3	4	3	3	1	6 ^f	4 ⁱ	3	1
Preference (Net)	16	13	19^a	17	13	17	14	16	18^k	11	13
Not Like Army/Like/Prefer Other (Specific) Branch	10	5	15 ^a	10	10	11	8	10	11	7	8
(Lack Of) Knowledge/Familiarity Of (Specific) Branch	5	8 ^b	2	6 ^d	1	6	4	4	5	3	5
Skills/Training (Net)	13	8	17^a	11	16	15	11	11	11	16	17
(Lower) Skills/Tech Skills Needed For Military Activity/Civilian Life	4	1	7 ^a	4	5	5	3	5	5	3	3
(More) Challenging/Rigorous/ Demanding/Difficult	3	4	3	3	5	4	2	3	2	7 ^j	8 ^j

Boxes are for highlighting purposes.

Letters indicate a significant difference at the 90% confidence level.



Reason Army Is NOT First Choice

(By Total, Parents, Gender, Life Stage, Ethnicity) *(continued)*

Close
Hold

Q.14A

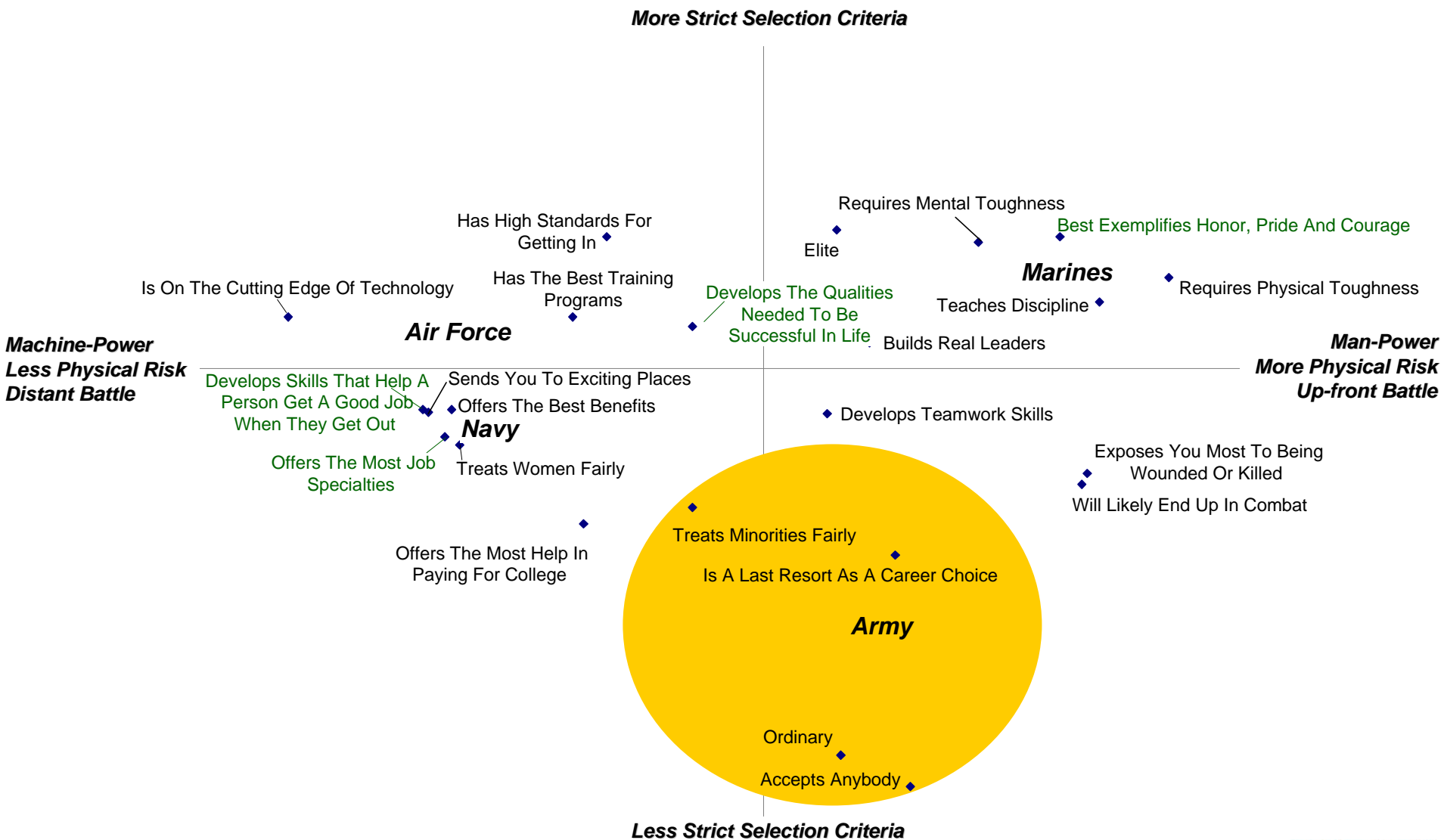
	Total Weighted	(Weighted)							White	AA	Hispanic
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo			
Base: Army Is Not Parent's Preferred	(517)	(255)	(263)	(372)	(145)	(226)	(116)	(176)	(170)	(170)	(175)
Military Branch	%	%	%	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Reputation (Net)	9	10	8	9	9	6	7	14^{ef}	9	12ⁱ	6
Inferior Branch/Prestige/Respect/ Appreciation Concerns	3	3	3	3	4	2	3	5 ^e	4	2	2
(Low) Standards/Qualifications/ Too Easy To Enlist	1	1	2	1	1	1	1	2	1	6 ^{jl}	1
Experience (Net)	9	6	12^a	9	9	11	8	7	10ⁱ	9ⁱ	2
Personal/Family/Friend Present/ Past Military Experience	9	5	12 ^a	9	9	11	8	7	10 ⁱ	9 ⁱ	2
Position/Career (Net)	6	6	6	6	7	6	8	5	7	4	3
(Less) Positions/Jobs/Career/ Advancement Opportunities	5	5	5	5	5	5	6	5	6	4	3
Relocation (Net)	5	5	5	4	7	6	3	5	4	7	8
Deployment/First Deployed	4	5	4	4	5	5	2	5	4	7	6
Treatment/Discipline (Net)	5	2	7^a	4	7	5	3	5	5	6	4
Don't Know/No Reason	14	16^b	11	13	15	15^g	17^g	9	14	14	14



Military Branch Ranked Highest as Career Choice on Specific Aspects

- Army vs. Other Branches (By Total)

Close
Hold





Military Branch Best as Career Choice on Specific Aspects - Army vs. Others (By Total)

Close
Hold

Q.15 Would you say (...) best fits the Army, Navy, Air Force, or Marines?

	Army	Navy	Air Force	Marines	
Base: Total	(660)	(660)	(660)	(660)	
%	%	%	%	%	
% "Best" Fit	(a)	(b)	(c)	(d)	% Don't Know
Accepts Anybody Ordinary	68 ^{bcd}	6 ^c	3	6 ^c	17
Will Likely End Up In Combat	64 ^{bcd}	9 ^d	7	5	15
Is A Last Resort As A Career Choice	45 ^{bc}	2	3	46 ^{bc}	5
Exposes You Most To Being Wounded Or Killed	44 ^{bcd}	11	8	26 ^{bc}	11
Offers The Most Help In Paying For College	43 ^{bc}	2	3	46 ^{bc}	6
Treats Minorities Fairly	28 ^{bd}	10 ^d	24 ^{bd}	6	31
Develops Teamwork Skills	28 ^{bcd}	11	18 ^{bd}	13	31
Teaches Discipline	24 ^{bc}	17 ^c	12	32 ^{abc}	16
Offers The Most Job Specialties	20 ^{bc}	4	6	59 ^{abc}	12
Requires Physical Toughness	20 ^d	24 ^d	35 ^{abd}	7	14
Develops Skills That Help A Person Get A Good Job When They Get Out	20 ^{bc}	3	2	68 ^{abc}	7
Builds Real Leaders	20 ^d	15 ^d	45 ^{abd}	7	14
Treats Women Fairly	19 ^b	11	15	39 ^{abc}	16
Develops The Qualities Needed To Be Successful In Life	18 ^d	18 ^d	30 ^{abd}	6	28
Offers The Best Benefits, Such As Health Care, Retirement And Vacation	14	11	28 ^{ab}	29 ^{ab}	19
Requires Mental Toughness	14 ^d	15 ^d	28 ^{abd}	7	36
Best Exemplifies Honor, Pride And Courage	12 ^b	4	17 ^{ab}	57 ^{abc}	10
Sends You To Exciting Places	12 ^b	6	9 ^b	60 ^{abc}	14
Has The Best Training Programs	11	45 ^{acd}	20 ^{ad}	11	13
Is On The Cutting Edge Of Technology	11	11	36 ^{abd}	22 ^{ab}	20
Elite	8	14 ^{ad}	61 ^{abd}	6	10
Has High Standards For Getting In	7	10	24 ^{ab}	49 ^{abc}	10
	5	9 ^a	42 ^{abd}	33 ^{ab}	11

	Army Mentioned <u>Significantly More Often</u> "As Best Fit"
	Army Mentioned <u>As Often</u> "As Best Fit"
	Army Mentioned <u>Significantly Less Often</u> "As Best Fit"

Note: Attributes are ranked in order of Army

Letters indicate a significant difference at the 90% confidence level.



Military Branch Best as Career Choice on Specific Aspects - Army vs. Others

(By Ethnicity - White Parents)

Close
Hold

Q.15 Would you say (attribute) best fits the Army, Navy, Air Force, or Marines?

	Army	Navy	Air Force	Marines	
Base: Total White	(216)	(216)	(216)	(216)	
	%	%	%	%	
% "Best" Fit	(a)	(b)	(c)	(d)	
Accepts Anybody	68 ^{bcd}	6	3	5	
Ordinary	66 ^{bcd}	9 ^d	6	4	
Is A Last Resort As A Career Choice	44 ^{bcd}	11	7	26 ^{bc}	
Will Likely End Up In Combat	43 ^{bc}	1	3	49 ^{bc}	
Exposes You Most To Being Wounded Or Killed	40 ^{bc}	1	3	51 ^{abc}	
Treats Minorities Fairly	26 ^{bcd}	10	18 ^{bd}	12	35% DK
Offers The Most Help In Paying For College	25 ^{bd}	10 ^d	24 ^{bd}	5	37% DK
Develops Teamwork Skills	22 ^c	17 ^c	11	33 ^{abc}	
Develops Skills That Help A Person Get A Good Job When They Get Out	20 ^d	14 ^d	47 ^{abd}	4	
Offers The Most Job Specialties	20 ^d	25 ^d	35 ^{abd}	5	
Builds Real Leaders	17 ^b	11	13	41 ^{abc}	
Teaches Discipline	17 ^{bc}	2	5	63 ^{abc}	
Treats Women Fairly	15 ^d	17 ^d	31 ^{abd}	5	32% DK
Requires Physical Toughness	15 ^{bc}	2	1	75 ^{abc}	
Develops The Qualities Needed To Be Successful In Life	12	9	26 ^{ab}	31 ^{ab}	
Offers The Best Benefits, Such As Health Care, Retirement And Vacation	12 ^d	14 ^d	28 ^{abd}	4	42% DK
Sends You To Exciting Places	10	49 ^{acd}	18 ^{ad}	9	
Requires Mental Toughness	9 ^b	2	16 ^{ab}	62 ^{abc}	
Has The Best Training Programs	8	10	38 ^{abd}	20 ^{ab}	24% DK
Best Exemplifies Honor, Pride And Courage	7	4	7	64 ^{abc}	
Is On The Cutting Edge Of Technology	6	13 ^{ad}	66 ^{abd}	4	
Elite	4	9 ^a	25 ^{ab}	52 ^{abc}	
Has High Standards For Getting In	1	8 ^a	44 ^{abd}	35 ^{ab}	

	Army Mentioned <u>Significantly More Often</u> "As Best Fit"
	Army Mentioned <u>As Often</u> "As Best Fit"
	Army Mentioned <u>Significantly Less Often</u> "As Best Fit"

Note: Attributes are ranked in order of Army

Letters indicate a significant difference at the 90% confidence level.



Military Branch Best as Career Choice on Specific Aspects - Army vs. Others

(By Ethnicity - African American Parents)

Close
Hold

Q.15 Would you say (attribute) best fits the Army, Navy, Air Force, or Marines?

	Army	Navy	Air Force	Marines	
Base: Total African American	(212)	(212)	(212)	(212)	
%	%	%	%	%	
% "Best" Fit	(a)	(b)	(c)	(d)	
Accepts Anybody	73 ^{bcd}	7	4	9 ^c	
Ordinary	65 ^{bcd}	11 ^d	10 ^d	3	
Exposes You Most To Being Wounded Or Killed	51 ^{bcd}	2	4	37 ^{bc}	
Will Likely End Up In Combat	50 ^{bc}	2	1	43 ^{bc}	
Is A Last Resort As A Career Choice	42 ^{bcd}	13	11	28 ^{bc}	
Offers The Most Help In Paying For College	37 ^{bd}	12 ^d	31 ^{bd}	5	16% DK
Teaches Discipline	31 ^{bc}	3	8 ^b	51 ^{abc}	
Treats Minorities Fairly	31 ^{bcd}	15	22 ^{bd}	12	20% DK
Treats Women Fairly	29 ^{bd}	22 ^d	31 ^{bd}	6	12% DK
Requires Physical Toughness	27 ^{bc}	4	3	61 ^{abc}	
Develops Teamwork Skills	26 ^c	21	17	31 ^{bc}	
Requires Mental Toughness	20 ^{bc}	7	11 ^b	56 ^{abc}	
Develops Skills That Help A Person Get A Good Job When They Get Out	19 ^d	19 ^d	46 ^{abd}	9	
Builds Real Leaders	19	14	22 ^b	39 ^{abc}	
Offers The Most Job Specialties	19 ^d	23 ^d	38 ^{abd}	10	
Offers The Best Benefits, Such As Health Care, Retirement And Vacation	18	17	32 ^{abd}	13	21% DK
Develops The Qualities Needed To Be Successful In Life	17	18	38 ^{abd}	20	
Best Exemplifies Honor, Pride And Courage	17 ^b	9	13	55 ^{abc}	
Sends You To Exciting Places	16 ^d	43 ^{acd}	30 ^{ad}	6	
Has The Best Training Programs	12	17	37 ^{abd}	25 ^{ab}	9% DK
Is On The Cutting Edge Of Technology	10 ^d	19 ^{ad}	59 ^{abd}	5	
Elite	10	13	26 ^{ab}	44 ^{abc}	
Has High Standards For Getting In	7	11 ^a	48 ^{abd}	28 ^{ab}	



Note: Attributes are ranked in order of Army

Letters indicate a significant difference at the 90% confidence level.





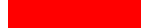
Military Branch Best as Career Choice on Specific Aspects - Army vs. Others

(By Ethnicity - Hispanic Parents)

Close
Hold

Q.15 Would you say (attribute) best fits the Army, Navy, Air Force, or Marines?

	Army	Navy	Air Force	Marines	
Base: Total Hispanic	(232)	(232)	(232)	(232)	
%	%	%	%	%	
% "Best" Fit	(a)	(b)	(c)	(d)	
Accepts Anybody	64 ^{bcd}	7 ^c	3	12 ^{bc}	
Ordinary	54 ^{bcd}	11	8	10	
Exposes You Most To Being Wounded Or Killed	49 ^{bcd}	3	4	35 ^{bc}	
Is A Last Resort As A Career Choice	49 ^{bcd}	12	9	22 ^{bc}	
Will Likely End Up In Combat	49 ^{bcd}	6	6	33 ^{bc}	
Requires Physical Toughness	38 ^{bc}	5	5	43 ^{bc}	
Treats Minorities Fairly	35 ^{bcd}	13	13	20 ^{bc}	19% DK
Develops Teamwork Skills	34 ^{bc}	13	11	29 ^{bc}	
Offers The Most Help In Paying For College	33 ^{bcd}	10	22 ^{bd}	16 ^b	19% DK
Teaches Discipline	29 ^{bc}	9	8	44 ^{abc}	
Best Exemplifies Honor, Pride And Courage	28 ^{bc}	9	11	44 ^{abc}	
Builds Real Leaders	26 ^{bc}	12	16	33 ^{bc}	
Has The Best Training Programs	25 ^b	11	23 ^b	30 ^{bc}	11% DK
Treats Women Fairly	24 ^d	21 ^d	21 ^d	15	20% DK
Offers The Most Job Specialties	23 ^d	18	32 ^{abd}	16	
Requires Mental Toughness	22 ^b	10	28 ^b	31 ^{ab}	
Develops The Qualities Needed To Be Successful In Life	21 ^b	13	23 ^b	28 ^b	
Elite	21 ^b	9	18 ^b	38 ^{abc}	
Has High Standards For Getting In	20 ^b	11	28 ^{ab}	28 ^{ab}	
Offers The Best Benefits, Such As Health Care, Retirement And Vacation	20	16	25 ^{bd}	16	22% DK
Develops Skills That Help A Person Get A Good Job When They Get Out	18	16	33 ^{abd}	20	
Is On The Cutting Edge Of Technology	17	13	41 ^{abd}	16	
Sends You To Exciting Places	16	28 ^{ac}	19	24 ^a	

 Army Mentioned Significantly More Often "As Best Fit"
 Army Mentioned As Often "As Best Fit"
 Army Mentioned Significantly Less Often "As Best Fit"

Note: Attributes are ranked in order of Army

Letters indicate a significant difference at the 90% confidence level.



Perceptions of Army as Career Choice (By Total, Parents, Gender, Life Stage, Ethnicity)

Close
Hold

Q.15 Would you say (...) best fits the Army, Navy, Air Force, or Marines?

	Total Weighted	White	African American	Hispanic
Base: Total	(660)	(216)	(212)	(232)
Accepts Anybody	1	1	1	1
Ordinary	2	2	2	2
Will Likely End Up In Combat	3	4	4	4
Is A Last Resort As A Career Choice	4	3	5	5
→ Exposes You Most To Being Wounded Or Killed	43% 5	5	3	3
Offers The Most Help In Paying For College	6	7	6	9
Treats Minorities Fairly	7	6	7	7
Develops Teamwork Skills	8	8	11	8
Teaches Discipline	9	11	8	10
→ Offers The Most Job Specialties	10	9	13	15
Requires Physical Toughness	11	14	10	6
→ Develops Skills That Help A Person Get A Good Job When They Get Out	12	10	14	21
Builds Real Leaders	13	12	15	12
Treats Women Fairly	14	13	9	14
→ Develops The Qualities Needed To Be Successful In Life	15	15	17	17
Offers The Best Benefits, Such As Health Care, Retirement And Vacation	16	16	16	20
Requires Mental Toughness	17	18	12	16
→ Best Exemplifies Honor, Pride And Courage	18	20	18	11
Sends You To Exciting Places	19	17	19	23
Has The Best Training Programs	20	19	20	13
Is On The Cutting Edge Of Technology	21	21	21	22
Elite	22	22	22	18
Has High Standards For Getting In	23	23	23	19



Perceptions of Army as Career Choice

(By Total, Parents, Gender, Life Stage, Ethnicity)

Close
Hold

Q.15 Would you say (attribute) best fits the Army, Navy, Air Force, or Marines?

	Total Weighted	(Weighted)							White	AA	Hispanic
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo			
Base: Total	(660)	(356)	(304)	(479)	(181)	(285)	(163)	(212)	(216)	(212)	(232)
	%	%	%	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Accepts Anybody	68	64	72 ^a	67	69	70 ^f	60	71 ^f	68	73 ⁱ	64
Ordinary	64	60	69 ^a	66 ^d	59	66	61	65	66 ⁱ	65 ⁱ	54
Will Likely End Up In Combat	45	54 ^b	33	43	48	49 ^f	37	44	43	50	49
Is A Last Resort As A Career Choice	44	47	42	44	46	44	45	45	44	42	49
Exposes You Most To Being Wounded Or Killed	43	49 ^b	37	40	51 ^c	42	39	47	40	51 ^j	49 ^j
Offers The Most Help In Paying For College	28	28	27	27	31	30 ^f	20	31 ^f	25	37 ^j	33 ^j
Treats Minorities Fairly	28	27	28	27	29	27	26	31	26	31	35 ^j
Develops Teamwork Skills	24	26	22	24	26	28 ^f	19	24	22	26	34 ^{jk}
Teaches Discipline	20	22	18	19	25 ^c	25 ^{fg}	17	16	17	31 ^j	29 ^j
Offers The Most Job Specialties	20	19	22	20	23	25 ^{fg}	17	17	20	19	23
Requires Physical Toughness	20	26 ^b	12	17	28 ^c	24 ^g	19	15	15	27 ^j	38 ^{jk}
Develops Skills That Help A Person Get A Good Job When They Get Out	20	20	19	21	17	22	18	19	20	19	18



Perceptions of Army as Career Choice

(By Total, Parents, Gender, Life Stage, Ethnicity) *(continued)*

Close
Hold

Q.15 Would you say (attribute) best fits the Army, Navy, Air Force, or Marines?

	Total Weighted	(Weighted)							White	AA	Hispanic
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo			
Base: Total	(660)	(356)	(304)	(479)	(181)	(285)	(163)	(212)	(216)	(212)	(232)
	%	%	%	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Builds Real Leaders	19	19	18	18	19	22	15	17	17	19	26 ^{jk}
Treats Women Fairly	18	18	19	21 ^d	12	20	15	19	15	29 ^j	24 ^j
Develops The Qualities Needed To Be Successful In Life	14	14	14	15	13	17 ^f	11	13	12	17	21 ^j
Offers The Best Benefits, Such As Health Care, Retirement And Vacation	14	15	13	13	17	13	11	17 ^f	12	18 ^j	20 ^j
Requires Mental Toughness	12	15 ^b	9	10	18 ^c	12	8	15 ^f	9	20 ^j	22 ^j
Best Exemplifies Honor, Pride And Courage	12	12	11	11	12	15 ^f	8	10	7	17 ^j	28 ^{jk}
Sends You To Exciting Places	11	14 ^b	8	10	15 ^c	13 ^g	13	8	10	16 ^j	16 ^j
Has The Best Training Programs	11	11	12	12	11	15 ^{fg}	9	9	8	12	25 ^{jk}
Is On The Cutting Edge Of Technology	8	10	6	8	9	10	8	6	6	10	17 ^{jk}
Elite	7	9	5	6	9	9	5	6	4	10 ^j	21 ^{jk}
Has High Standards For Getting In	5	6	4	4	8 ^c	6	4	4	1	7 ^j	20 ^{jk}



Perceptions of Navy as Career Choice

(By Total, Parents, Gender, Life Stage, Ethnicity)

Close
Hold

Q.15 Would you say (attribute) best fits the Army, Navy, Air Force, or Marines?

	Total Weighted	(Weighted)							White	AA	Hispanic
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo			
Base: Total	(660)	(356)	(304)	(479)	(181)	(285)	(163)	(212)	(216)	(212)	(232)
	%	%	%	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Sends You To Exciting Places	45	35	57 ^a	46	43	41	45	51 ^e	49 ⁱ	43 ⁱ	28
Offers The Most Job Specialties	24	23	25	26 ^d	18	20	30 ^e	24	25 ⁱ	23	18
Treats Women Fairly	18	16	21	17	22	20	17	17	17	22	21
Develops Teamwork Skills	17	19	14	17	15	13	24 ^{eg}	16	17	21 ⁱ	13
Develops Skills That Help A Person Get A Good Job When They Get Out	15	15	15	14	18	16	18	12	14	19	16
Offers The Best Benefits, Such As Health Care, Retirement And Vacation	15	16	14	16	11	13	18	15	14	17	16
Is On The Cutting Edge Of Technology	14	13	16	16 ^d	10	16	15	12	13	19 ^{jl}	13
Builds Real Leaders	11	11	12	12	10	11	15 ^g	9	11	14	12
Has The Best Training Programs	11	10	13	10	15 ^c	10	8	15 ^f	10	17 ^j	11
Is A Last Resort As A Career Choice	11	9	14 ^a	11	12	10	13	12	11	13	12
Develops The Qualities Needed To Be Successful In Life	11	12	9	12	9	12	12	9	9	18 ^j	13



Perceptions of Navy as Career Choice

(By Total, Parents, Gender, Life Stage, Ethnicity) *(continued)*

Close
Hold

Q.15 Would you say (attribute) best fits the Army, Navy, Air Force, or Marines?

	Total Weighted	(Weighted)							White	AA	Hispanic
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo			
Base: Total	(660)	(356)	(304)	(479)	(181)	(285)	(163)	(212)	(216)	(212)	(232)
	%	%	%	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Treats Minorities Fairly	11	12	10	13 ^d	7	7	12 ^e	16 ^e	10	15 ^j	13
Offers The Most Help In Paying For College	10	10	11	12	8	11	11	10	10	12	10
Elite	10	10	9	10	9	10	8	10	9	13	9
Ordinary	9	9	9	9	10	7	11	12 ^e	9	11	11
Has High Standards For Getting In	9	11	7	9	9	9	13 ^g	7	8	11	11
Accepts Anybody	6	7	5	8 ^d	1	4	7	9 ^e	6	7	7
Best Exemplifies Honor, Pride And Courage	6	8 ^b	3	6	5	7	5	4	4	9 ^j	9 ^j
Requires Mental Toughness	4	6 ^b	2	4	4	4	4	4	2	7 ^j	10 ^j
Teaches Discipline	4	5 ^b	2	4	3	5	3	2	2	3	9 ^{jk}
Requires Physical Toughness	3	4 ^b	1	3	2	2	3	3	2	4	5 ^j
Will Likely End Up In Combat	2	2	2	2	2	2	3	2	1	2	6 ^{jk}



Perceptions of Air Force as Career Choice

(By Total, Parents, Gender, Life Stage, Ethnicity)

Close
Hold

Q.15 Would you say (attribute) best fits the Army, Navy, Air Force, or Marines?

	Total Weighted	(Weighted)							White	AA	Hispanic
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo			
Base: Total	(660)	(356)	(304)	(479)	(181)	(285)	(163)	(212)	(216)	(212)	(232)
	%	%	%	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Is On The Cutting Edge Of Technology	61	56	67 ^a	60	63	57	61	67 ^e	66 ^l	59 ^l	41
Develops Skills That Help A Person Get A Good Job When They Get Out	45	38	53 ^a	44	46	44	45	45	47 ^l	46 ^l	33
Has High Standards For Getting In	42	35	51 ^a	42	42	38	46 ^e	45	44 ^l	48 ^l	28
Has The Best Training Programs	36	28	45 ^a	36	34	30	40 ^e	40 ^e	38 ^l	37 ^l	23
Offers The Most Job Specialties	35	31	40 ^a	34	37	33	36	36	35	38	32
Treats Women Fairly	30	27	33	28	33	26	27	36 ^{ef}	31 ^l	31 ^l	21
Offers The Best Benefits, Such As Health Care, Retirement And Vacation	28	23	35 ^a	27	32	29	31	26	28	32	25
Develops The Qualities Needed To Be Successful In Life	28	24	31 ^a	27	29	28	26	27	26	38 ^{jl}	23
Offers The Most Help In Paying For College	24	20	30 ^a	25	22	20	29 ^e	27 ^e	24	31 ^l	22
Elite	24	25	22	22	30 ^c	25 ^g	29 ^g	18	25 ^l	26 ^l	18
Sends You To Exciting Places	20	24 ^b	15	19	21	22	19	18	18	30 ^{jl}	19
Treats Minorities Fairly	18	15	22 ^a	17	21	19	19	16	18	22 ^l	13



Perceptions of Air Force as Career Choice

(By Total, Parents, Gender, Life Stage, Ethnicity) *(continued)*

Close
Hold

Q.15 Would you say (attribute) best fits the Army, Navy, Air Force, or Marines?

	Total Weighted	(Weighted)							White	AA	Hispanic
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo			
Base: Total	(660)	(356)	(304)	(479)	(181)	(285)	(163)	(212)	(216)	(212)	(232)
	%	%	%	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Requires Mental Toughness	17	17	17	16	19	18 ^g	21 ^g	12	16	11	28 ^{jk}
Builds Real Leaders	15	14	15	14	16	17	12	14	13	22 ^j	16
Develops Teamwork Skills	12	9	14 ^a	11	14	12	9	13	11	17 ^j	11
Best Exemplifies Honor, Pride And Courage	9	10	8	8	9	11 ^g	7	6	7	13 ^j	11
Is A Last Resort As A Career Choice	8	6	10	9	6	8	6	9	7	11	9
Ordinary	7	5	9 ^a	5	11 ^c	8	5	7	6	10	8
Teaches Discipline	6	5	7	6	6	6	5	6	5	8	8
Accepts Anybody	3	2	5 ^a	3	4	3	4	4	3	4	3
Exposes You Most To Being Wounded Or Killed	3	5 ^b	1	4	2	5 ^f	1	3	3	4	4
Will Likely End Up In Combat	3	4	2	4	2	3	2	3	3	1	6 ^k
Requires Physical Toughness	2	2	2	2	1	1	3	1	1	3 ^j	5 ^j



Perceptions of Marines as Career Choice

(By Total, Parents, Gender, Life Stage, Ethnicity)

Close
Hold

Q.15 Would you say (attribute) best fits the Army, Navy, Air Force, or Marines?

	Total Weighted	(Weighted)							White	AA	Hispanic
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo			
Base: Total	(660)	(356)	(304)	(479)	(181)	(285)	(163)	(212)	(216)	(212)	(232)
	%	%	%	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Requires Physical Toughness	68	58	80 ^a	69	66	66	66	74 ^e	75 ^{kl}	61 ^l	43
Best Exemplifies Honor, Pride And Courage	60	51	70 ^a	62 ^d	55	52	63 ^e	69 ^e	64 ^{kl}	55 ^l	44
Teaches Discipline	59	54	64 ^a	60	55	52	64 ^e	64 ^e	63 ^{kl}	51	44
Requires Mental Toughness	57	49	66 ^a	58	52	53	58	60	62 ^l	56 ^l	31
Elite	49	44	56 ^a	52 ^d	43	45	45	59 ^{ef}	52 ^{kl}	44	38
Exposes You Most To Being Wounded Or Killed	46	38	57 ^a	49 ^d	40	46	49	45	51 ^{kl}	37	35
Will Likely End Up In Combat	46	34	59 ^a	46	45	41	50 ^e	49 ^e	49 ^l	43 ^l	33
Builds Real Leaders	39	36	43 ^a	39	40	34	41	45 ^e	41 ^l	39	33
Has High Standards For Getting In	33	35	31	35	30	37 ^f	23	36 ^f	35	28	28
Develops Teamwork Skills	32	30	35	33	30	29	33	35	33	31	29
Develops The Qualities Needed To Be Successful In Life	29	26	33 ^a	28	31	25	34 ^e	30	31 ^k	20	28 ^k
Is A Last Resort As A Career Choice	26	23	29 ^a	25	29	28	24	23	26	28	22



Perceptions of Marines as Career Choice

(By Total, Parents, Gender, Life Stage, Ethnicity) *(continued)*

Close
Hold

Q.15 Would you say (attribute) best fits the Army, Navy, Air Force, or Marines?

	Total Weighted	(Weighted)							White	AA	Hispanic
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo			
Base: Total	(660)	(356)	(304)	(479)	(181)	(285)	(163)	(212)	(216)	(212)	(232)
	%	%	%	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Has The Best Training Programs	22	24	19	21	24	21	24	22	20	25	30 ^j
Treats Minorities Fairly	13	12	14	13	13	14	12	13	12	12	20 ^{jk}
Sends You To Exciting Places	11	12	10	12	9	11	10	12	9	6	24 ^{jk}
Offers The Most Job Specialties	7	9	6	7	8	9	5	7	5	10 ^j	16 ^{jk}
Develops Skills That Help A Person Get A Good Job When They Get Out	7	9 ^b	5	7	7	7	7	8	4	9 ^j	20 ^{jk}
Offers The Best Benefits, Such As Health Care, Retirement And Vacation	7	7	7	8	5	5	6	11 ^{ef}	4	13 ^j	16 ^j
Treats Women Fairly	6	6	7	5	9	6	9	5	5	6	15 ^{jk}
Offers The Most Help In Paying For College	6	8	5	7	6	6	6	6	5	5	16 ^{jk}
Accepts Anybody	6	7	6	7	5	7	8	4	5	9	12 ^j
Is On The Cutting Edge Of Technology	6	8 ^b	4	7	5	7	4	7	4	5	16 ^{jk}
Ordinary	5	6	4	5	5	6	4	4	4	3	10 ^{jk}

Key Measures Examined By Grade Level and Grades Received in School



Summary By Grade Level in High School

Q.6,6A,10,13

Grade Level in High School

1=Freshman
2=Sophomore
3=Junior
4=Senior

Base: Total

<u>Total Weighted</u>				<u>White</u>		<u>African American</u>		<u>Hispanic</u>	
1	2	3	4	1/2	3/4	1/2	3/4	1/2	3/4
(68)	(83)	(80)	(52)	(48)	(41)	(55)	(40)	(54)	(60)
(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
%	%	%	%	%	%	%	%	%	%

% A Lot or A Fair Amount of Influence

Overall	94 ^{kl}	83	81	85	90	78	87	93 ^o	82	92 ^o
College	92 ^{lm}	87	81	80	90 ^o	76	91	93 ^o	85	90 ^o
A Civilian Job	63	53	68 ^k	62	50	63	78 ⁿ	70	70 ⁿ	68
Military Service	74 ^{km}	54	65	52	67 ^r	61	62	60	46	55

Strongly/Somewhat Support (Net)

Strongly Support Decision	44	52 ^m	47	36	50	42	40	50	48	40
Somewhat Support Decision	28 ^l	25	16	23	27	17	18	15	30	25

Somewhat/Strongly Oppose (Net)

	25 ^k	12	25 ^k	19	17	22	27	25	15	25
--	-----------------	----	-----------------	----	----	----	----	----	----	----

First Preferred Branch of Military to Join

Army	13	17	15	13	15	15	24 ^r	13	9	15
Navy	22 ^k	10	22 ^k	23 ^k	15	27 ^q	18	8	17	17
Air Force	50	59 ^m	48	43	60 ^{pr}	46	44	63 ^{ps}	39	33
Marines	7	14	10	11	6	7	13	10	28 ^{np}	22 ^o



Summary By Grades Received

Q.6,6A,10,13

Base: Total	<u>Total Weighted</u>		<u>White</u>		<u>African American</u>		<u>Hispanic</u>	
	<u>A/B</u>	<u>Lower</u>	<u>A/B</u>	<u>Lower</u>	<u>A/B</u>	<u>Lower</u>	<u>A/B</u>	<u>Lower</u>
	(316)	(241)	(105)	(75)	(92)	(93)	(111)	(89)
	%	%	%	%	%	%	%	%
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
% A Lot or A Fair Amount of Influence								
Overall	84 ^b	72	84 ^d	67	86	86 ^d	86	80 ^d
College	88 ^b	69	88 ^d	63	92 ^f	84 ^d	88	80 ^d
A Civilian Job	68 ^b	55	68 ^d	44	67	79 ^{ed}	68	78 ^d
Military Service	58 ^b	45	60 ^d	41	60	57 ^d	50	52
<u>Strongly/Somewhat Support (Net)</u>	62	70^a	63	72	54	60	66^e	70
Strongly Support Decision	44	40	44	41	39	41	47 ^h	35
Somewhat Support Decision	19	30 ^a	19	31 ^{cf}	15	19	19	35 ^{gf}
<u>Somewhat/Strongly Oppose (Net)</u>	27^b	19	27^d	16	36^g	29^d	21	24
<u>First Preferred Branch of Military to Join</u>								
Air Force	50 ^b	43	52 ^g	44	55 ^g	51 ^h	36	33
Navy	18	25 ^a	18	27 ^h	11	26 ^{eh}	20 ^e	16
Army	15	11	17 ^g	9	16 ^g	12	5	18 ^g
Marines	7	13 ^a	4	12 ^c	11 ^c	8	21 ^{ce}	24 ^{df}

Demographic Summary



Demographic Summary

(By Total, Parents, Gender, Life Stage, Ethnicity)

Close
Hold

Q.D2-D5B

	Total (Weighted)	(Weighted)							White	AA	Hispanic
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo			
Base: Total Minus Refused	(657)	(354)	(302)	(477)	(180)	(282)	(163)	(211)	(216)	(212)	(224)
	%	%	%	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Education											
No High School	4	4	3	3	4	3	4	5	1	1	19 ^{jk}
Some High School	4	4	3	4	4	4	3	3	1	3 ^j	17 ^{jk}
High School Graduate	18	21 ^b	14	15	26 ^c	17	14	22 ^f	17	20	21
Technical Or Vocational School	4	4	4	4	3	4	3	4	2	8 ^j	8 ^j
Some College Or Associate's Degree	24	23	26	25	24	23	21	28	25 ^l	32 ^{jl}	17
College Graduate	29	29	29	32 ^d	20	33 ^g	33 ^g	20	33 ^{kl}	26 ^l	10
Post College Graduate	18	16	21 ^a	18	19	16	22	18	22 ^{kl}	10	8
Base: Total Minus Refused	(650)	(350)	(299)	(469)	(181)	(284)	(158)	(208)	(213)	(209)	(226)
Age											
31-40	11	14 ^b	7	12	8	15 ^{fg}	7	8	9	15 ^j	18 ^j
41-50	60	63 ^b	55	60	58	63	57	57	61	55	59
51-60	27	21	35 ^a	26	31	20	31 ^e	33 ^e	29 ^l	26	20
61+	2	2	3	2	3	1	5 ^{eg}	2	2	2	2



Demographic Summary

(By Total, Parents, Gender, Life Stage, Ethnicity) *(continued)*

Close
Hold

Q.D1-D5B

	Total (Weighted)	(Weighted)							White	AA	Hispanic
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo			
Base: Total Minus Refused	(602)	(325)	(277)	(436)	(167)	(263)	(142)	(196)	(196)	(199)	(212)
	%	%	%	%	%	%	%	%	%	%	%
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Income											
Less Than \$25,000	8	12 ^b	3	8	7	8	9	7	2	13 ^j	31 ^{jk}
\$25,000 To \$34,000	11	9	13	11	11	11	7	12	9	17 ^j	15 ^j
\$35,000 To \$49,000	16	16	16	16	17	14	10	22 ^{ef}	13	25 ^j	20 ^j
\$50,000 To \$74,000	25	26	25	26	23	25	23	28	28 ^l	23 ^l	15
\$75,000 To \$99,000	21	21	21	20	23	20	29 ^{eg}	18	25 ^{kl}	12	11
\$100,000 To \$149,000	15	13	17	15	16	17 ^g	20 ^g	9	18 ^{kl}	10 ^l	5
\$150,000 Or More	4	3	5	5	2	6 ^f	2	4	5	2	3
Base: Total Minus Refused	(658)	(356)	(302)	(477)	(181)	(284)	(163)	(211)	(216)	(212)	(227)
Whether Or Not You Or Any Family Member Served In The Military											
Yes	65	64	66	66	62	62	66	68	68 ^l	70 ^l	44
No	35	36	34	34	38	38	34	32	32	30	56 ^{jk}



Demographic Summary

(By Total, Parents, Gender, Life Stage, Ethnicity) *(continued)*

Close
Hold

Q.D1-D5B

	Total (Weighted)	(Weighted)									
		Mom	Dad	Son	Daughter	HS	College	WF/ Sodo	White	AA	Hispanic
Base: Self/Family Member	(426)	(228)	(198)	(315)	(111)	(175)	(108)	(144)	(147)	(149)	(100)
Served In Military Minus	%	%	%	%	%	%	%	%	%	%	%
Refused		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(j)	(k)	(l)
Person Who Served In The Military											
Self/Respondent	23	7	41 ^a	20	30 ^c	24	23	21	22	26	19
Husband	20	36 ^b	1	21	18	17	12	30 ^{ef}	22 ⁱ	15	11
Wife	2	-	4 ^a	1	4 ^c	3	3	1	2	2	2
Son	9	7	12 ^a	9	11	10	8	11	8	13	14
Daughter	2	1	3 ^a	2	2	1	1	4 ^e	1	3	2
Brother	30	30	30	30	32	33	31	27	30	34	28
Sister	2	2	3	3	1	2	1	4	2	5 ⁱ	1
Father	44	46	42	46	39	44	48	41	51 ^{kl}	31 ⁱ	10
Mother	1	2 ^b	-	2	-	2	2 ^g	-	1	1	-
Other Relative	42	47 ^b	36	44 ^d	34	44	35	44	42	38	43
Base: Self/Family Member	(425)	(228)	(198)	(314)	(111)	(174)	(107)	(144)	(147)	(148)	(98)
Served In Military Minus Refused											
Branch(es) Of Military Self/Family Member Served											
Army	60	62	58	60	62	60	68 ^g	56	60	69 ⁱ	52
Navy	44	48 ^b	40	47 ^d	36	46	40	46	49 ^{kl}	31	28
Air Force	28	29	28	29	27	30	24	30	29 ⁱ	35 ⁱ	17
Marines	25	25	26	25	26	25	27	25	25	24	29

INDIRECT INFLUENCERS

Detailed Findings

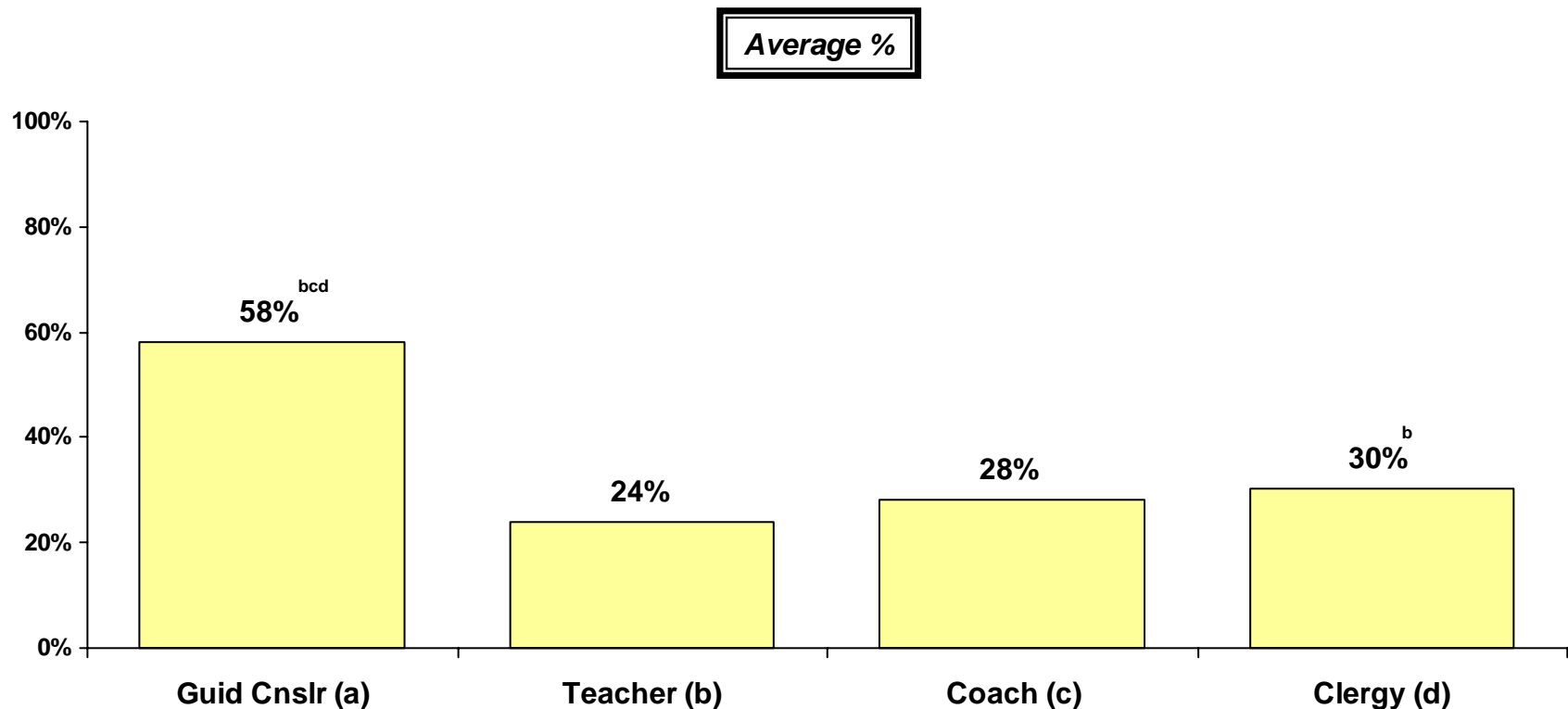
Influence on Prospects



Portion of Interaction With Students/Young Adults That Involves Their Career/Future Plans (By Total)

Close
Hold

QS3B/S4B You mentioned that you interact with these students about (INSERT ANSWER FROM Q.S3) days per week. Approximately what percent of this time involves formal or informal discussions about their goals, future plans, or career decisions?



Base: Weighted Total (Guid Cnslr n=300, Teacher n=156, Coach n=96, Clergy n=138)

Letters indicate a significant difference at the 90% confidence level.

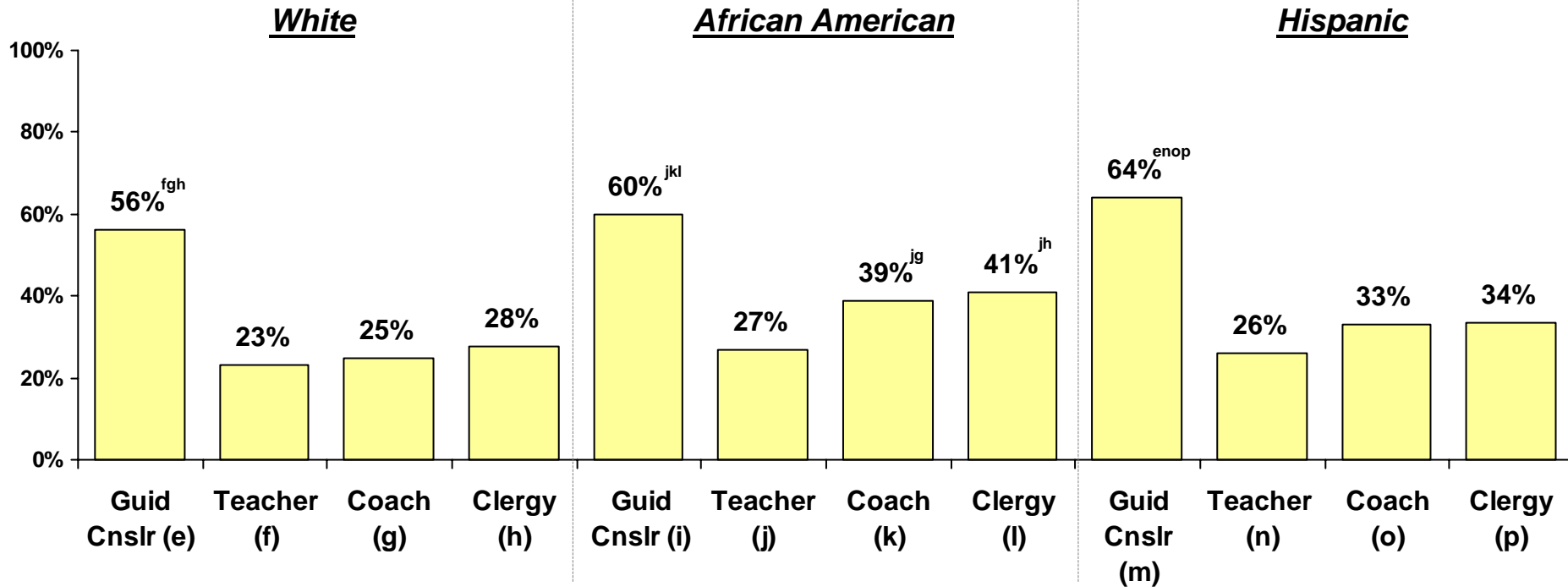


Portion of Interaction With Students/Young Adults That Involves Their Career/Future Plans (By Ethnic Group)

Close
Hold

QS3B/S4B You mentioned that you interact with these students about (INSERT ANSWER FROM Q.S3) days per week. Approximately what percent of this time involves formal or informal discussions about their goals, future plans, or career decisions?

Average %



Base: Total

For White (Guid Cnslr n=105, Teacher n=59, Coach n=33, Clergy n=46)

For African American (Guid Cnslr n=101, Teacher n=63, Coach n=30, Clergy n=47)

For Hispanic (Guid Cnslr n=94, Teacher n=34, Coach n=33, Clergy n=45)

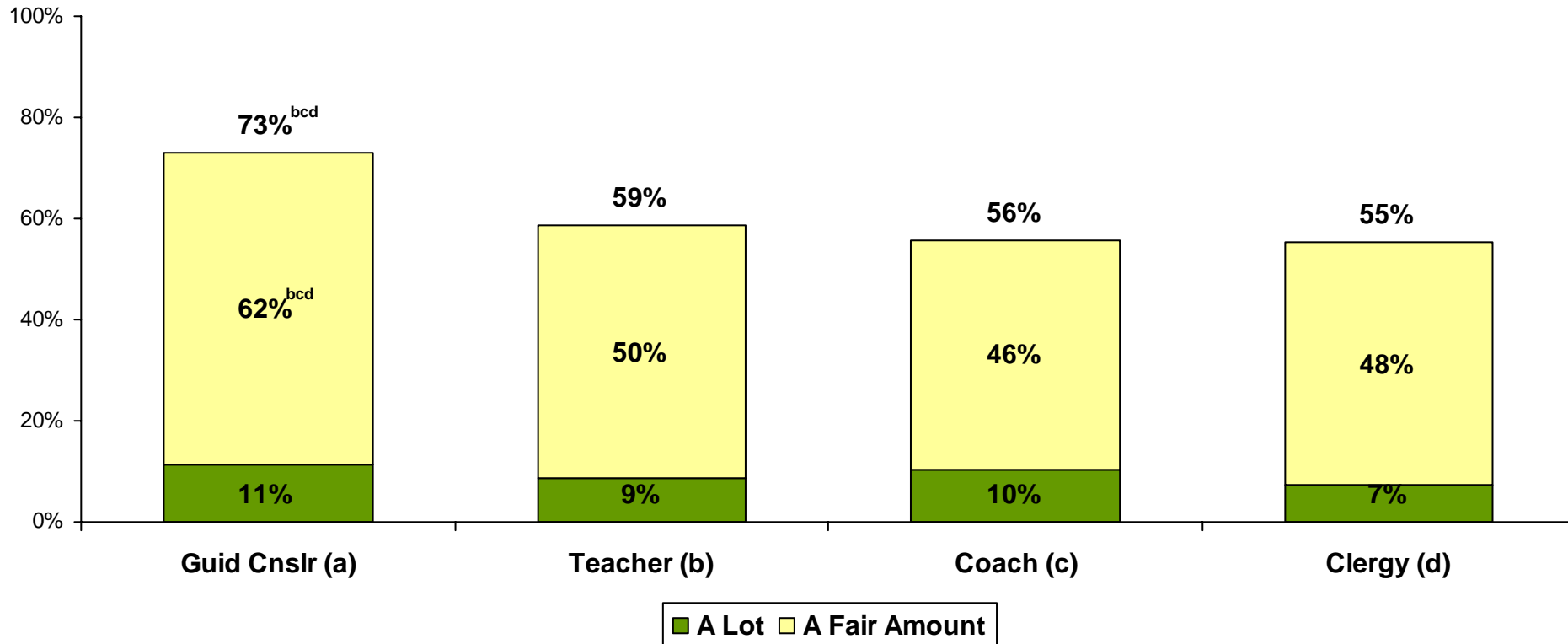
Letters indicate a significant difference at the 90% confidence level.



Perceived Amount of Influence Overall (By Total)

Close
Hold

Q.8 Overall, how much influence do you think you have in their decisions about future plans and career choices?



Base: Weighted Total (Guid Cnslr n=300, Teacher n=156, Coach n=96, Clergy n=138)

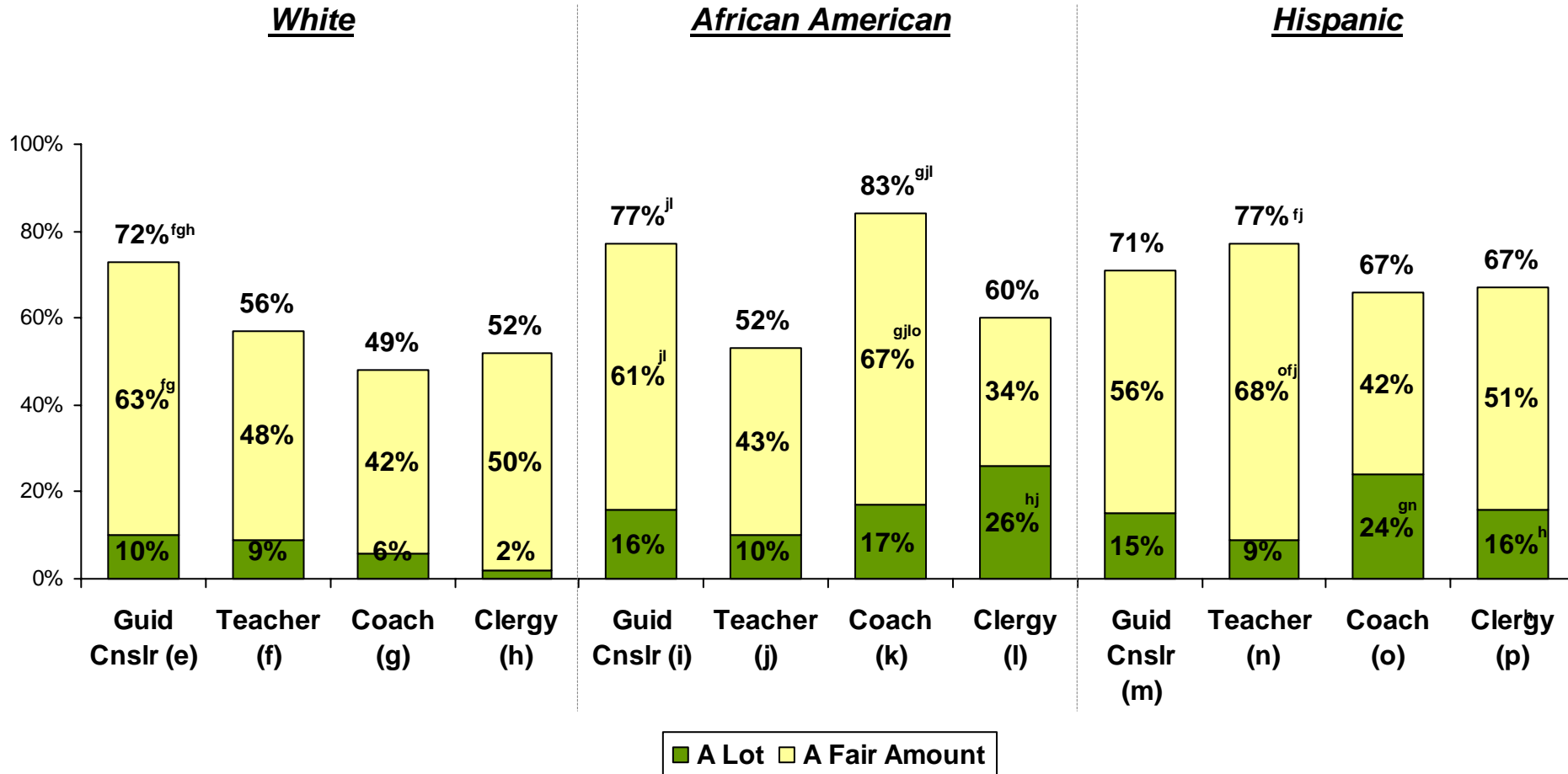
Letters indicate a significant difference at the 90% confidence level.



Perceived Amount of Influence Overall (By Ethnic Group)

Close
Hold

Q.8 Overall, how much influence do you think you have in their decisions about future plans and career choices?



Base: Total

For White (Guid Cnslr n=105, Teacher n=59, Coach n=33, Clergy n=46)

For African American (Guid Cnslr n=101, Teacher n=63, Coach n=30, Clergy n=47)

For Hispanic (Guid Cnslr n=94, Teacher n=34, Coach n=33, Clergy n=45)

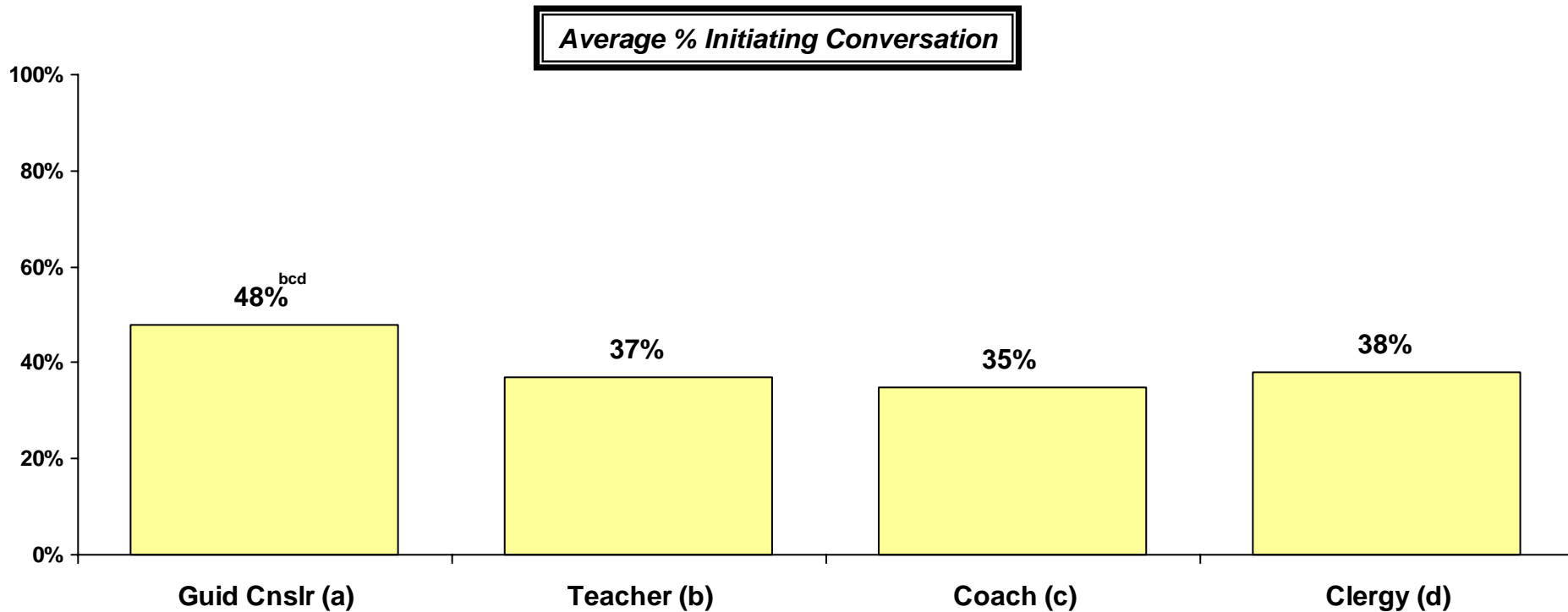
Letters indicate a significant difference at the 90% confidence level.



Student/Young Adult's Initiation of Career Discussions (By Total)

Close
Hold

Q.1 In discussions about future plans and career decisions with these young adults/students, approximately what percent of the discussions are initiated by the students/young adults themselves?



Base: Weighted Total (Guid Cnslr n=300, Teacher n=156, Coach n=96, Clergy n=138)

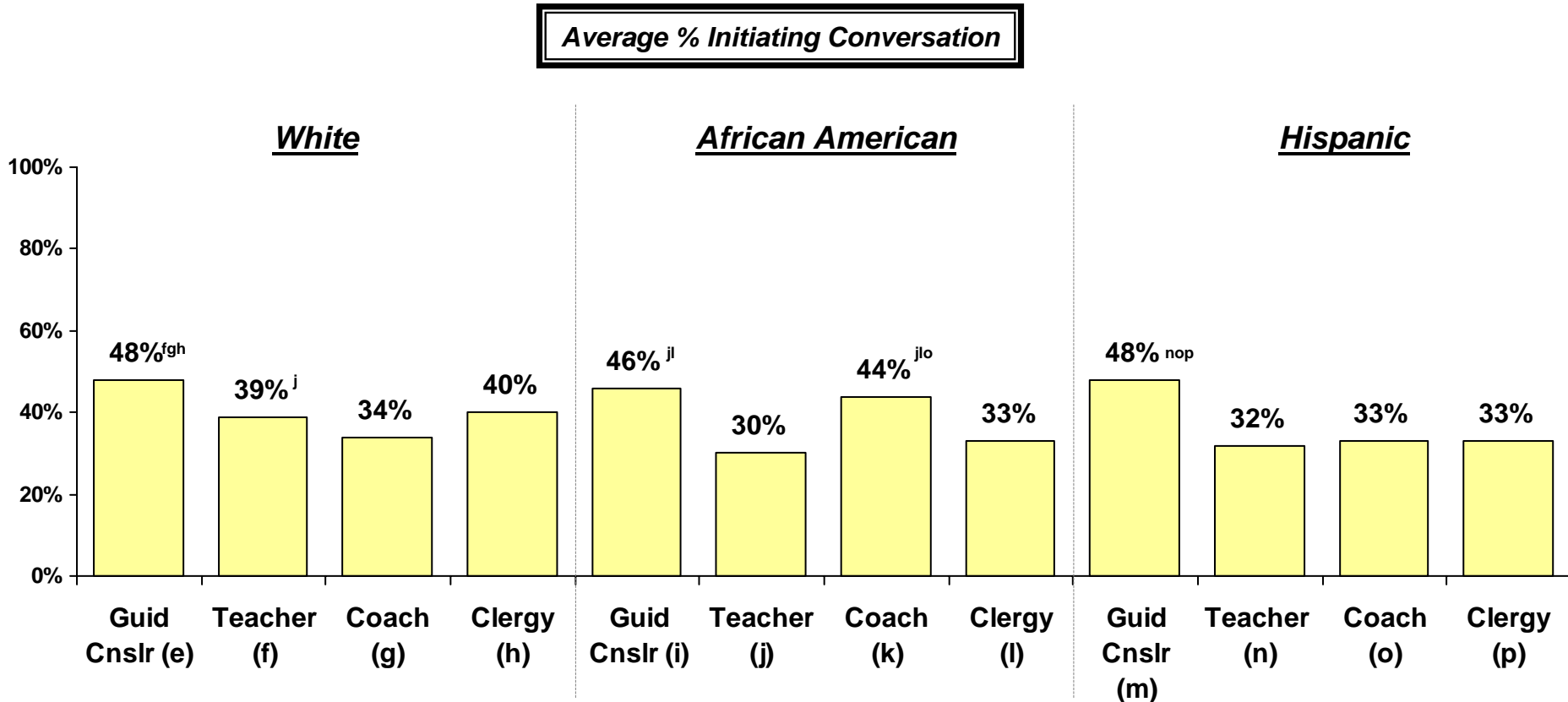
Letters indicate a significant difference at the 90% confidence level.



Student/Young Adult's Initiation of Career Discussions (By Ethnic Group)

Close
Hold

Q.1 In discussions about future plans and career decisions with these young adults/students, approximately what percent of the discussions are initiated by the students/young adults themselves?



Base: Total

For White (Guid Cnslr n=105, Teacher n=59, Coach n=33, Clergy n=46)

For African American (Guid Cnslr n=101, Teacher n=63, Coach n=30, Clergy n=47)

For Hispanic (Guid Cnslr n=94, Teacher n=34, Coach n=33, Clergy n=45)

Letters indicate a significant difference at the 90% confidence level.



Sources About Career Options Influencer Found Helpful (By Total)

Close
Hold

Q.10 Which of the following sources have you found to be useful in providing you with information or guidance about career options for these students/young adults?

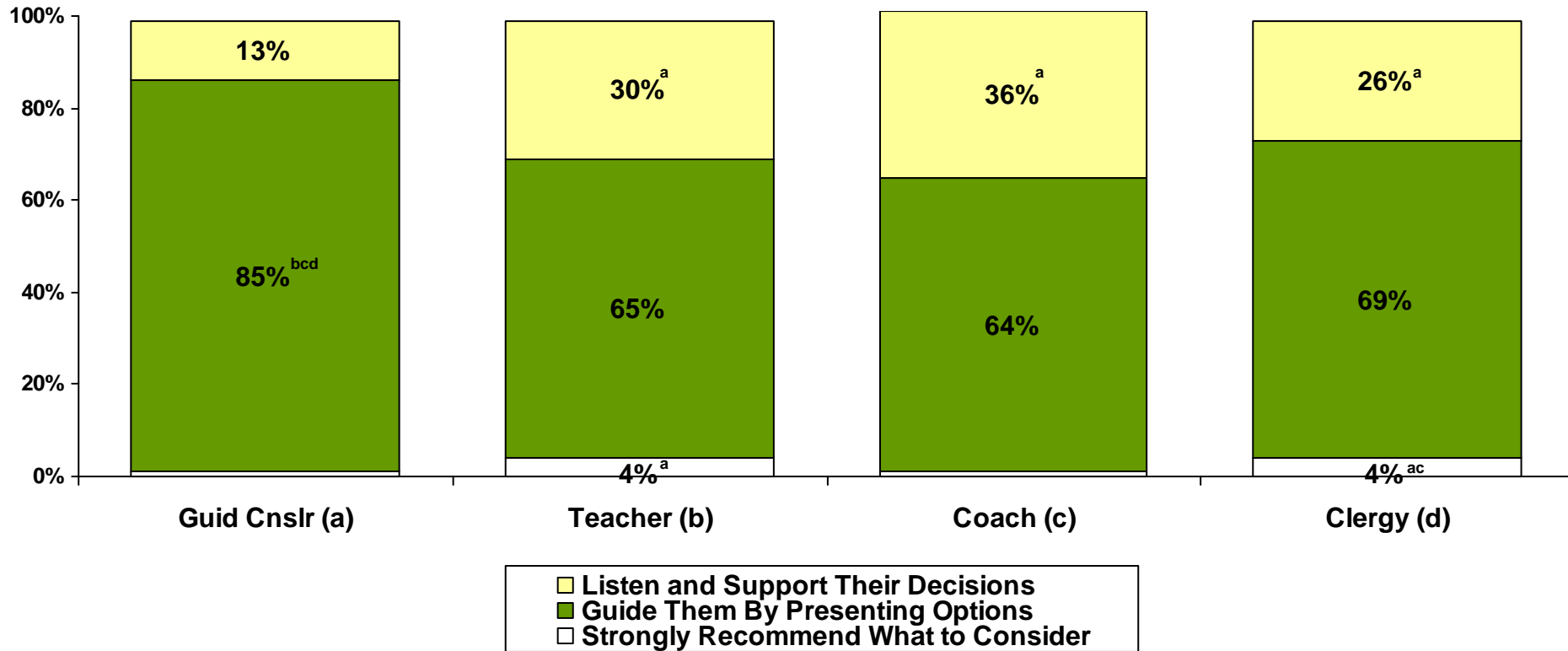
	Weighted Total			
	Guid. Conslr.	Teacher	Coach	Clergy
Base: Total	(300)	(156)	(96)	(138)
Your Own Experiences	1	1	1	1
Teachers	2	2	2	5
Persons Currently In Professional Career Positions	3	3	3	2
College Brochures	4	12	10	11
Internet	5	5	11	8
School Counselors	6	4	6	14
Students Currently In College	7	6	7	4
Persons Currently In The Military	8	9	8	10
Friends	9	7	5	3
Immediate Family Members	10	8	9	7
Books	11	14	14	13
Magazine Or Newspaper Article	12	11	15	16
Information Received In The Mail	13	16	17	17
Military Recruiting Brochures	14	17	16	18
Coaches	15	10	4	12
Continuous Education Courses	16	15	12	15
Relatives	17	13	13	6
TV Advertisements	18	18	19	19
Priests, Ministers Or Other Clergy	19	19	18	9



Role Influencer Takes in Career Discussion (By Total)

Close
Hold

Q.9 In discussions with these students/young adults about future plans and career choices, which one of the following best describes what you typically do?



Base: Weighted Total (Guid Cnslr n=300, Teacher n=156, Coach n=96, Clergy n=138)

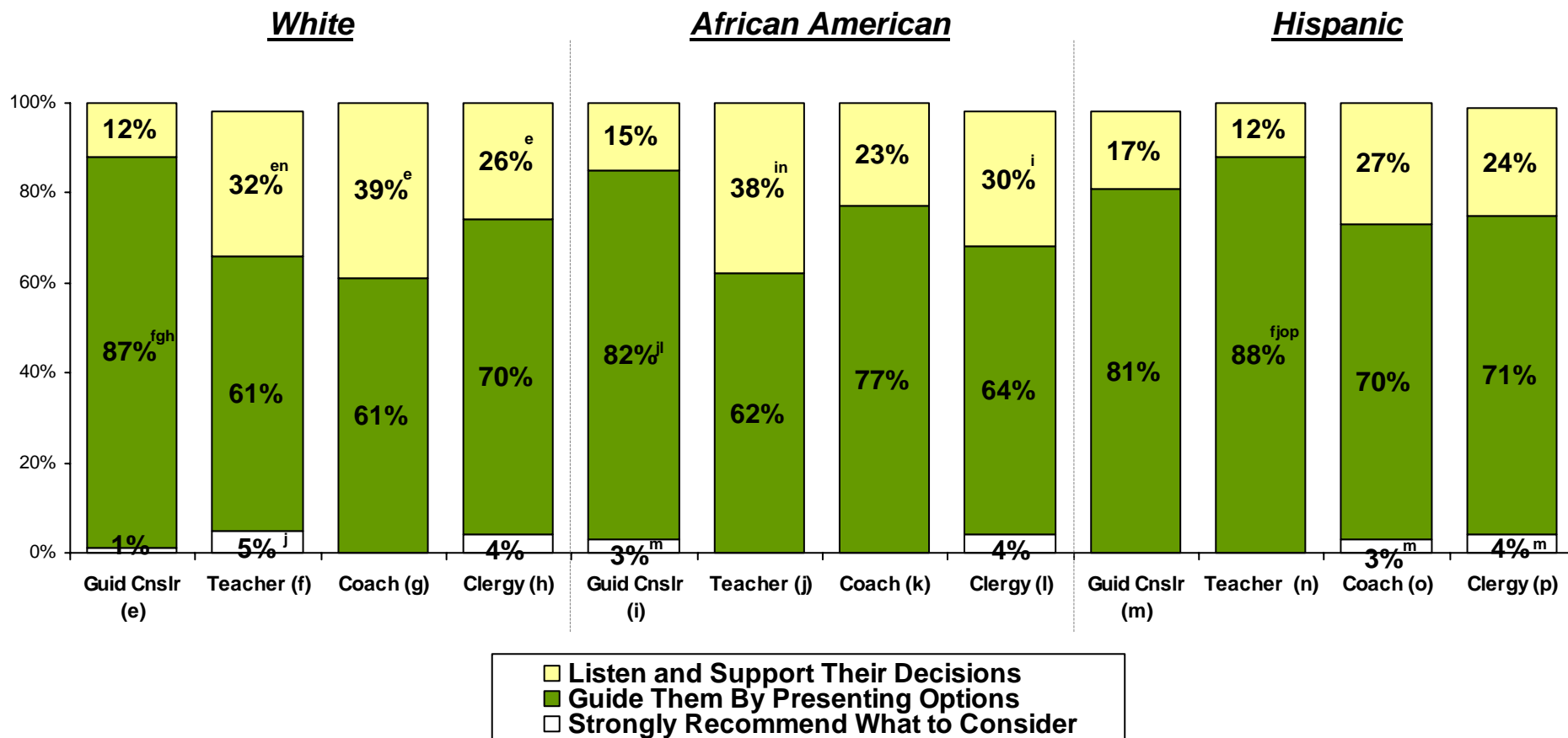
Letters indicate a significant difference at the 90% confidence level.



Role Influencer Takes in Career Discussion (By Ethnic Group)

Close
Hold

Q.9 In discussions with these students/young adults about future plans and career choices, which one of the following best describes what you typically do?



Base: Total

For White (Guid Cnslr n=105, Teacher n=59, Coach n=33, Clergy n=46)

For African American (Guid Cnslr n=101, Teacher n=63, Coach n=30, Clergy n=47)

For Hispanic (Guid Cnslr n=94, Teacher n=34, Coach n=33, Clergy n=45)

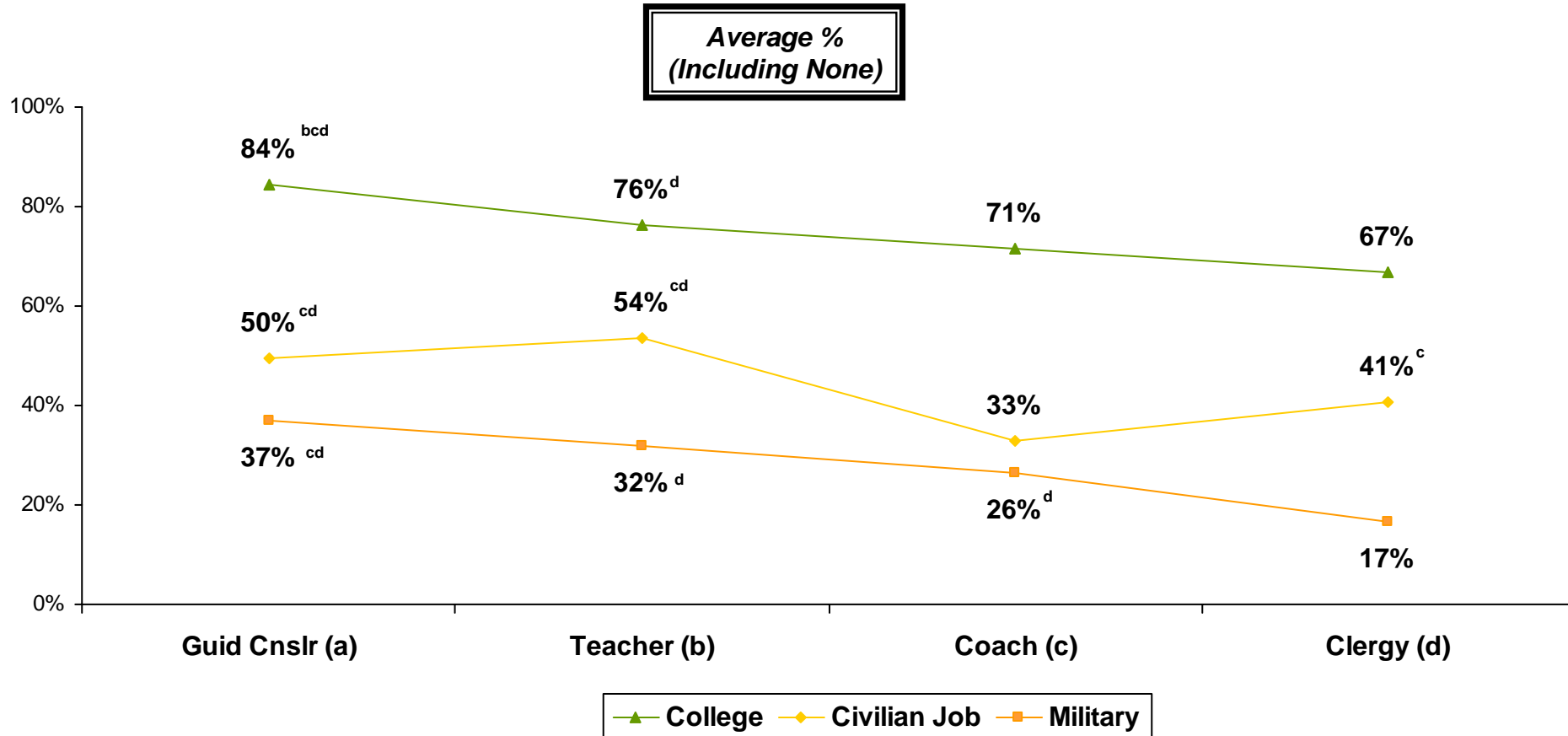
Letters indicate a significant difference at the 90% confidence level.



% of Students/Young Adults Influencer Discussed Career Option With (By Total)

Close
Hold

Q. 7 With approximately what percent of these students/young adults have you discussed (ORGANIZATION) in the last year?



% Has Not Talked
About the Military

6%

15%^a

10%

29%^{abc}

Base: Weighted Total (Guid Cnslr n=300, Teacher n=156, Coach n=96, Clergy n=138)

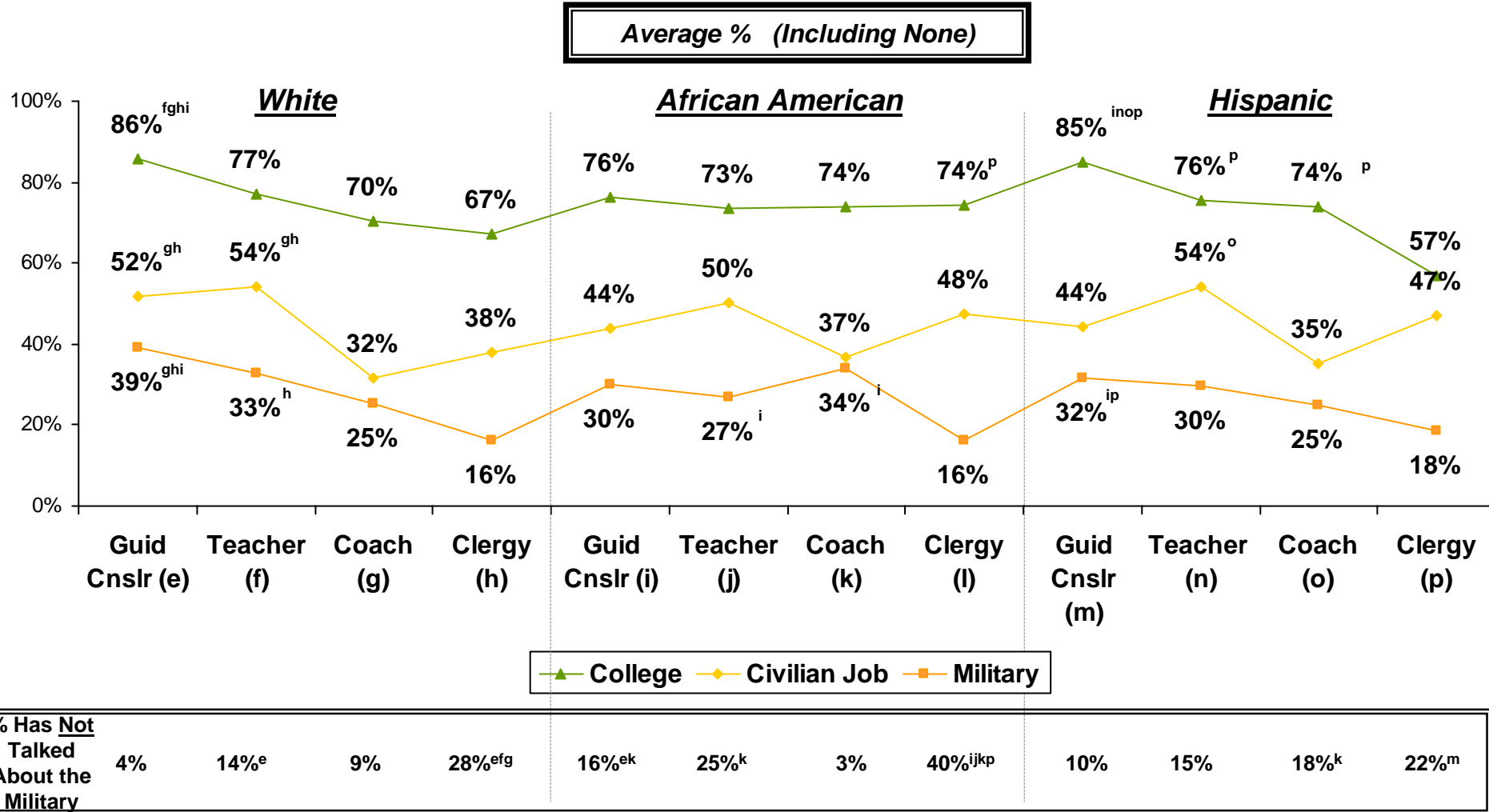
Letters indicate a significant difference at the 90% confidence level.



% of Students/Young Adults Influencer Discussed Career Option With (By Ethnic Group)

Close
Hold

Q. 7 With approximately what percent of these students/young adults have you discussed (ORGANIZATION) in the last year?



Base: Total

For White (Guid Cnslr n=105, Teacher n=59, Coach n=33, Clergy n=46)

For African American (Guid Cnslr n=101, Teacher n=63, Coach n=30, Clergy n=47)

For Hispanic (Guid Cnslr n=94, Teacher n=34, Coach n=33, Clergy n=45)

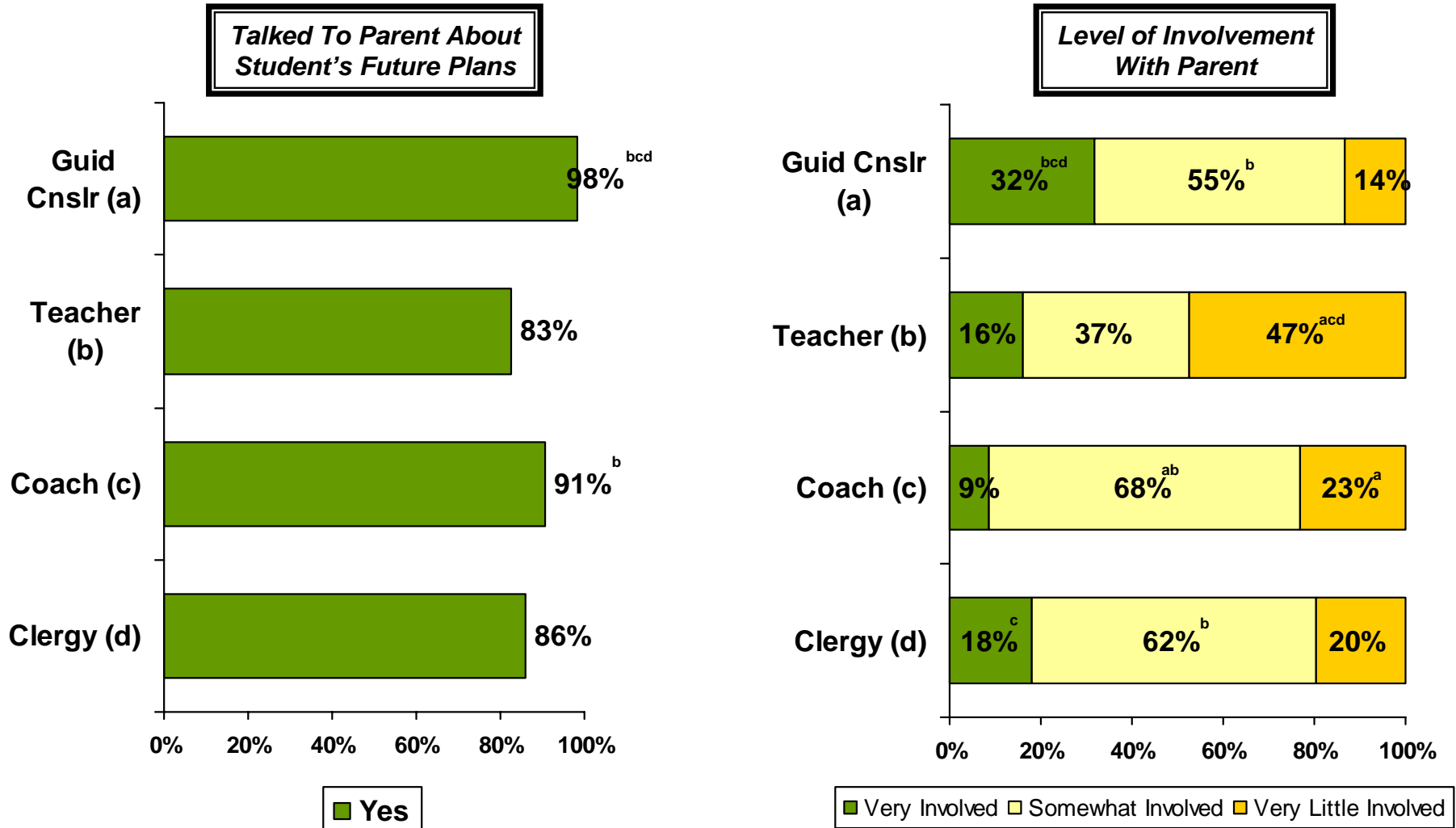
Letters indicate a significant difference at the 90% confidence level.



Level of Involvement With Parents (By Total)

Close
Hold

Q.13/13A How involved are you with the parents or guardians of these students/young adults in decisions about their future?



Q13 Base: Weighted Total (Guid Cnslr n=300, Teacher n=156, Coach n=96, Clergy n=138)

Q13A Base: Weighted Has Talked to Parents (Guid Cnslr n=295, Teacher n=129, Coach n=87, Clergy n=119)

Letters indicate a significant difference at the 90% confidence level.



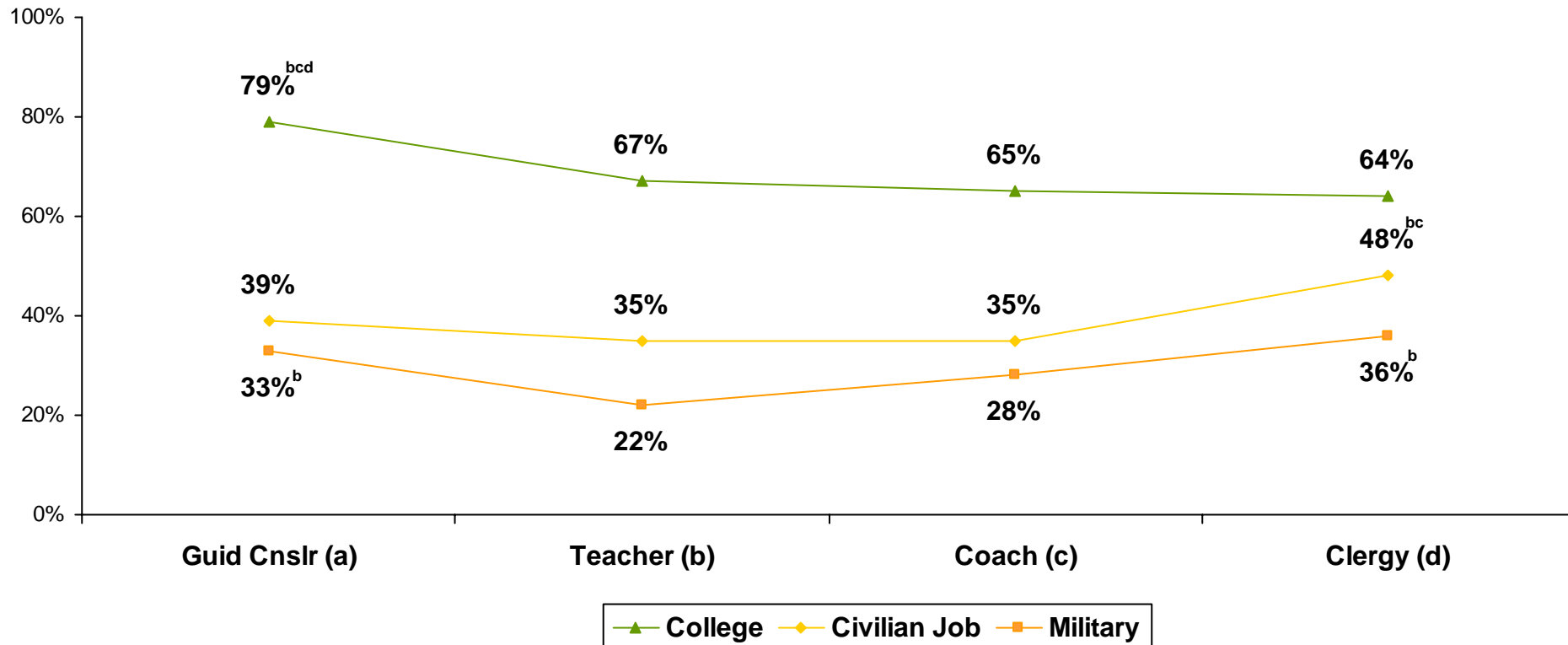
Amount of Influence Role Model Has - By Career

(By Total)

Close
Hold

Q.8A And, how much influence do you think you have or will have in their decisions about (college/civilian jobs/military service) specifically?

% "A Lot" or "A Fair Amount" of Influence



Base: Weighted Total (Guid Cnslr n=300, Teacher n=156, Coach n=96, Clergy n=138)
Letters indicate a significant difference at the 90% confidence level.



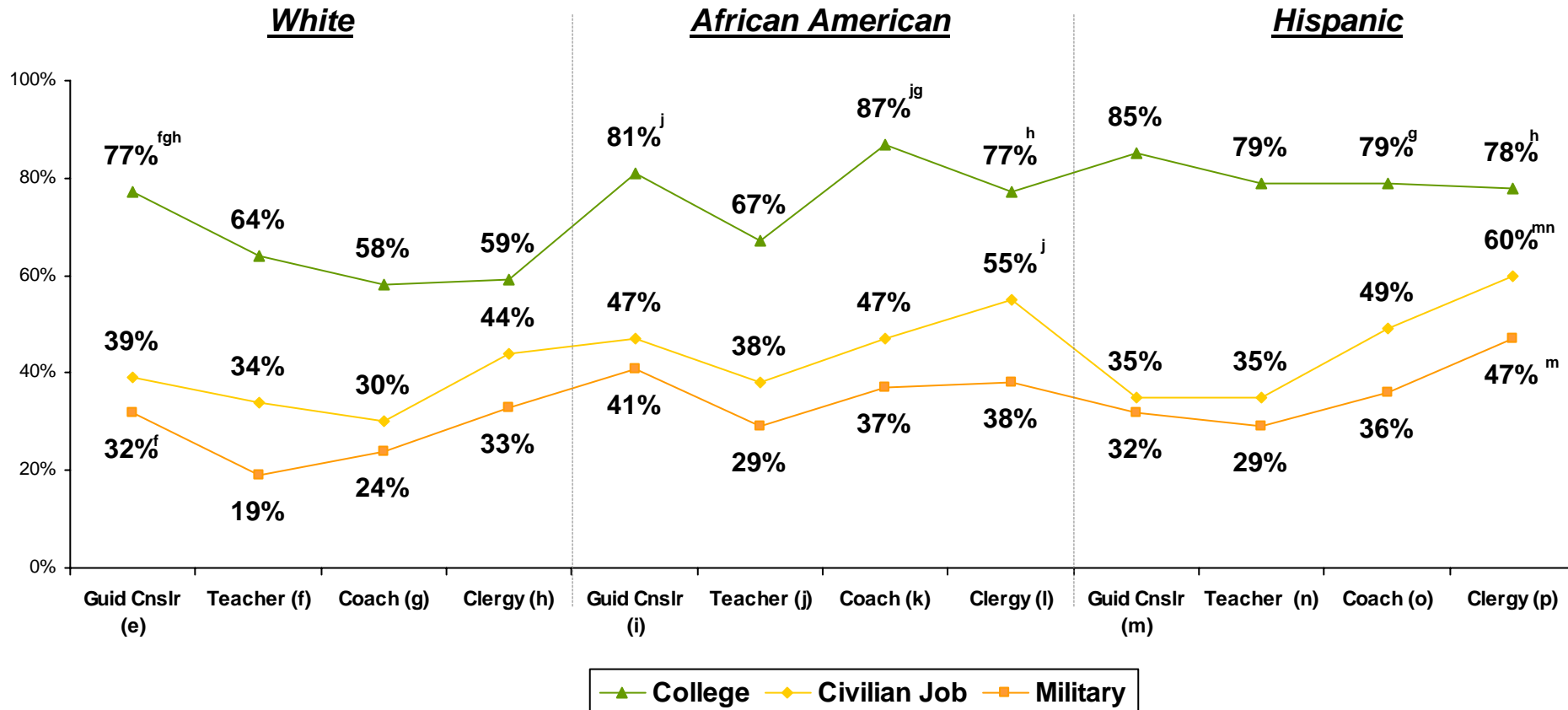
Amount of Influence Role Model Has - By Career

(By Ethnic Group)

Close
Hold

Q.8A And, how much influence do you think you have or will have in their decisions about (college/civilian jobs/military service) specifically?

% "A Lot" or "A Fair Amount" of Influence



Base: Total

For White (Guid Cnslr n=105, Teacher n=59, Coach n=33, Clergy n=46)

For African American (Guid Cnslr n=101, Teacher n=63, Coach n=30, Clergy n=47)

For Hispanic (Guid Cnslr n=94, Teacher n=34, Coach n=33, Clergy n=45)

Letters indicate a significant difference at the 90% confidence level.

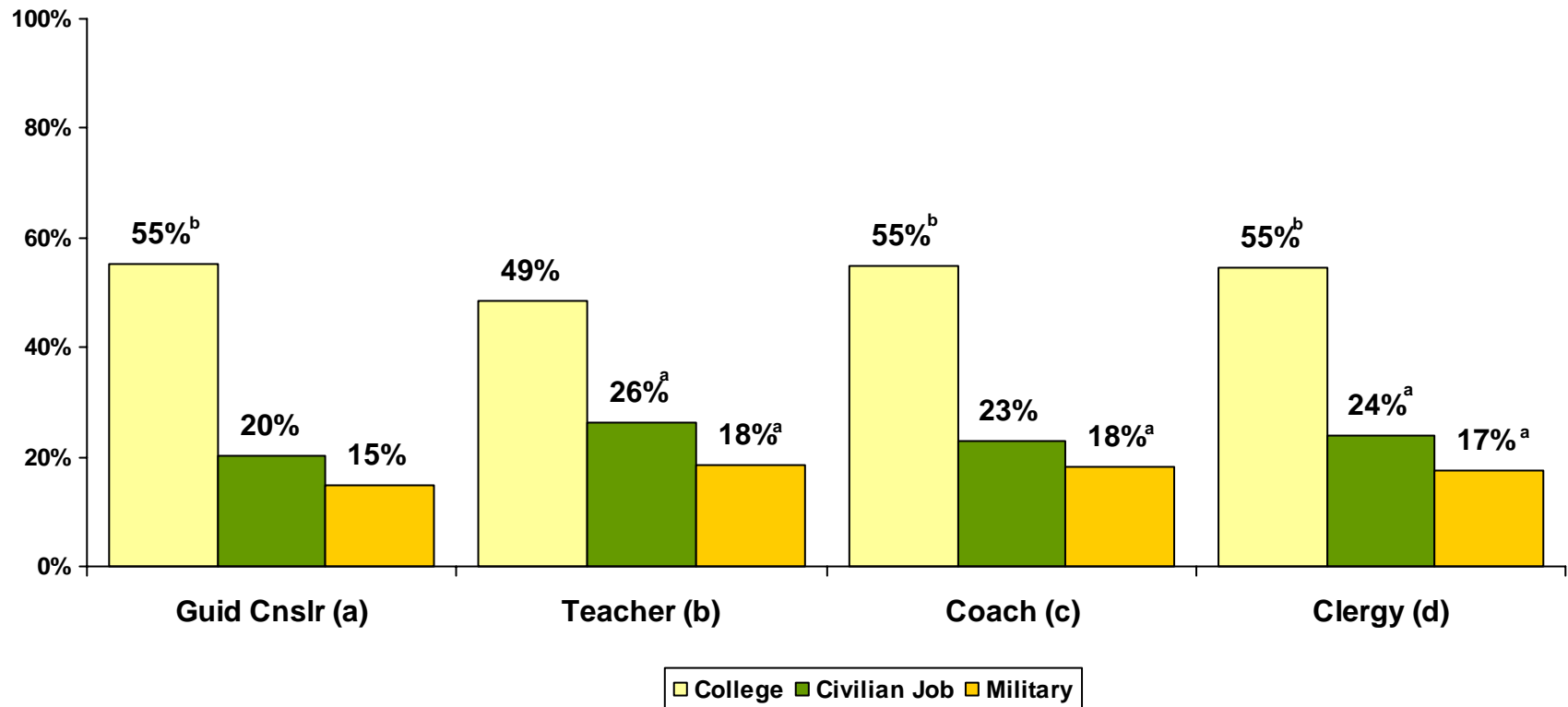


Career Appropriateness for Student/Young Adult (By Total)

Close
Hold

Q.6 Considering everything you know about these young adults/students, for approximately what percent of them do you think (Organization) would be the most appropriate option to pursue in the future?

**Average %
(Including None)**



Base: Weighted Total (Guid Cnslr n=300, Teacher n=156, Coach n=96, Clergy n=138)

Letters indicate a significant difference at the 90% confidence level.



Career Appropriateness for Student/Young Adult

(By Ethnic Group)

Close
Hold

Q.6 Considering everything you know about these young adults/students, for approximately what percent of them do you think (Organization) would be the most appropriate option to pursue in the future?

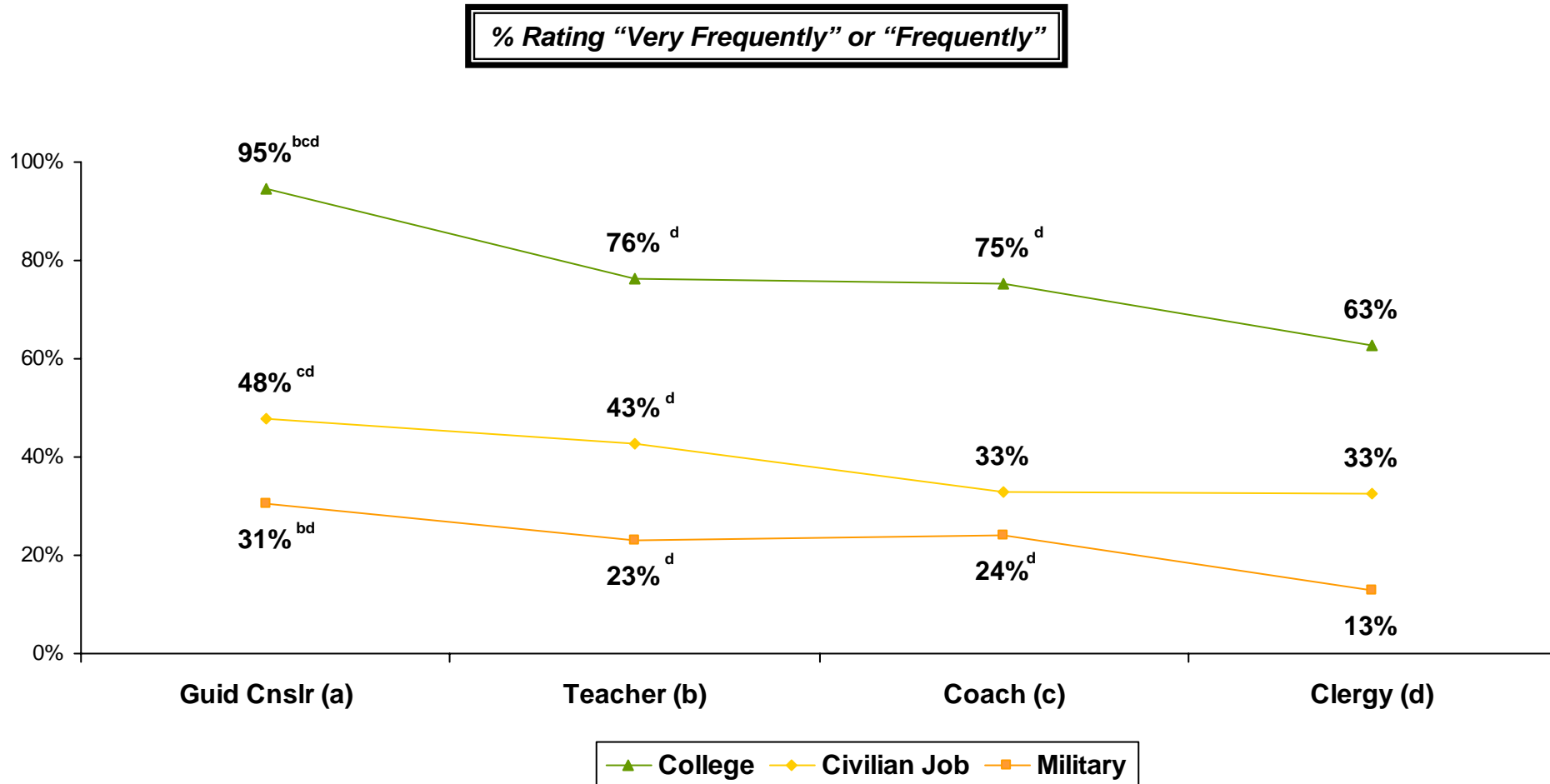
	White				African-American				Hispanic			
	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Total	(105)	(59)	(33)	(46)	(101)	(63)	(30)	(47)	(94)	(34)	(33)	(45)
	%	%	%	%	%	%	%	%	%	%	%	%
	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
<u>Military Service</u>												
None	2	10 ^{eg}	-	7	12 ^e	5	7	13	9 ^e	12	3	13
Average (Including Nones)	14	18	17	16	16	24 ^{fin}	27 ^{gio}	21	16	17	17	20
<u>College</u>												
None	-	3 ^e	-	-	2	2	-	4	2	3	-	2
Average (Including Nones)	57 ^{fm}	50	55	57 ^{lp}	51 ^j	44	47	47	50	46	58 ^{knp}	48
<u>Civilian Job</u>												
None	4	9 ^g	-	7	17 ^e	11	10 ^g	11	11 ^e	15	12 ^g	11
Average (Including Nones)	19	27 ^e	23	23	23	24	23	25	25 ^e	28	21	27



Frequency Influencer Discussed Career Options With Students/Young Adults (By Total)

Close
Hold

Q.7A How frequently have you discussed (college/civilian jobs/military service) with these students/ young adults in the last year?



Base: Weighted Total (Guid Cnslr n=300, Teacher n=156, Coach n=96, Clergy n=138)

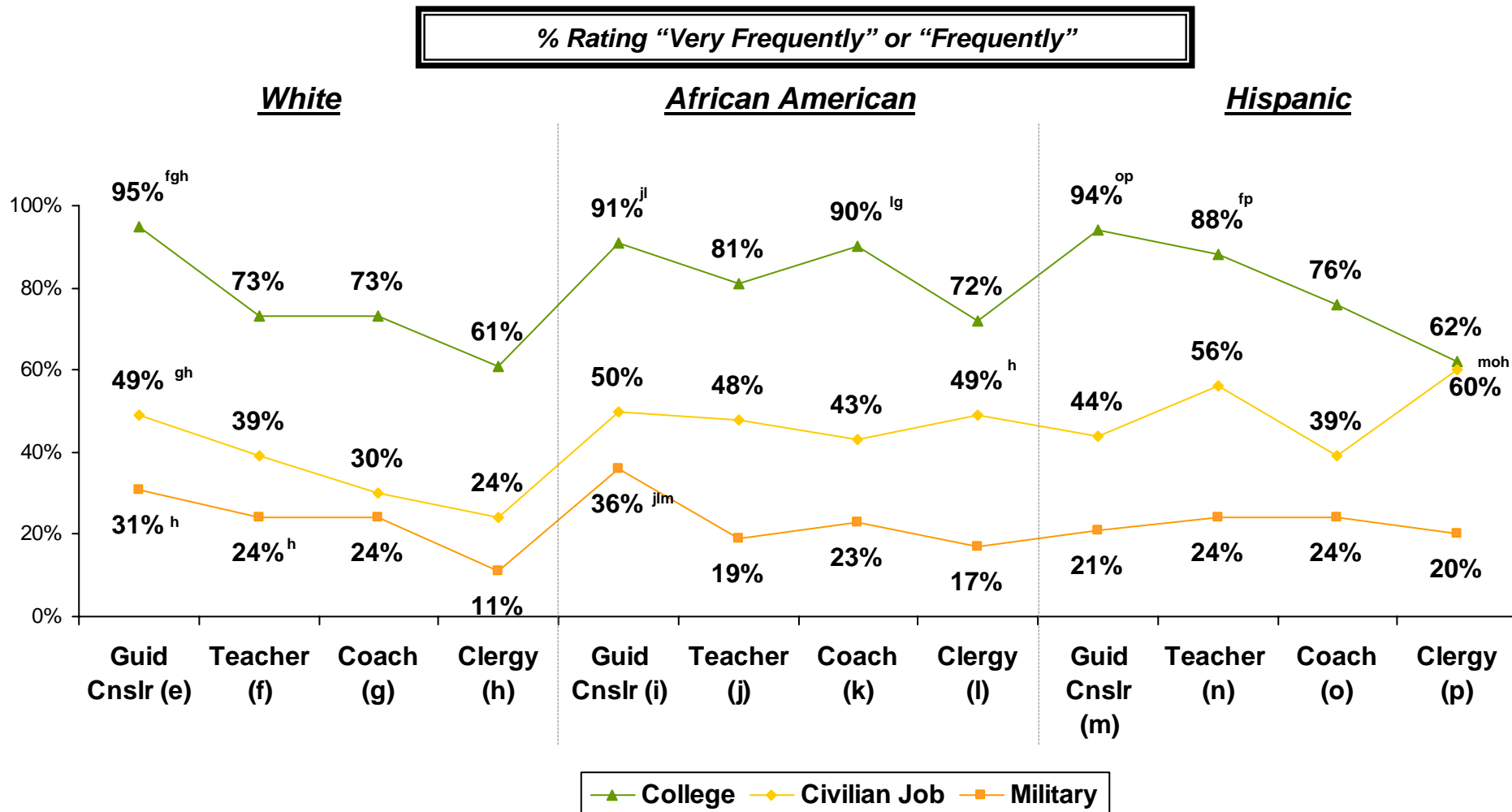
Letters indicate a significant difference at the 90% confidence level.



Frequency Influencer Discussed Career Options With Students/Young Adults (By Ethnic Group)

Close
Hold

Q.7A How frequently have you discussed (college/civilian jobs/military service) with these students/ young adults in the last year?



Base: Total

For White (Guid Cnslr n=105, Teacher n=59, Coach n=33, Clergy n=46)

For African American (Guid Cnslr n=101, Teacher n=63, Coach n=30, Clergy n=47)

For Hispanic (Guid Cnslr n=94, Teacher n=34, Coach n=33, Clergy n=45)

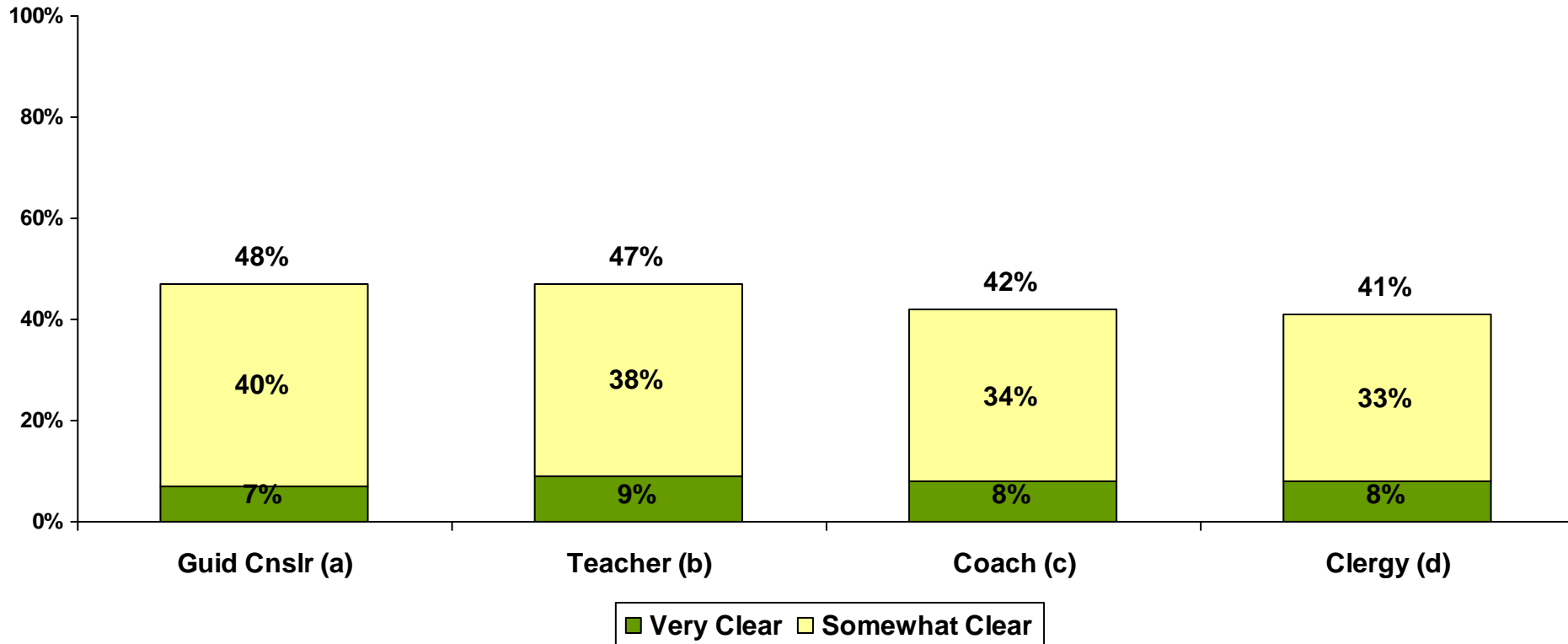
Letters indicate a significant difference at the 90% confidence level.



Student/Young Adult's Clarity in Career Plans (By Total)

Close
Hold

Q.2 In general, how clear or undecided do you think they are about their future plans in terms of education, career or work?



Base: Weighted Total (Guid Cnslr n=300, Teacher n=156, Coach n=96, Clergy n=138)

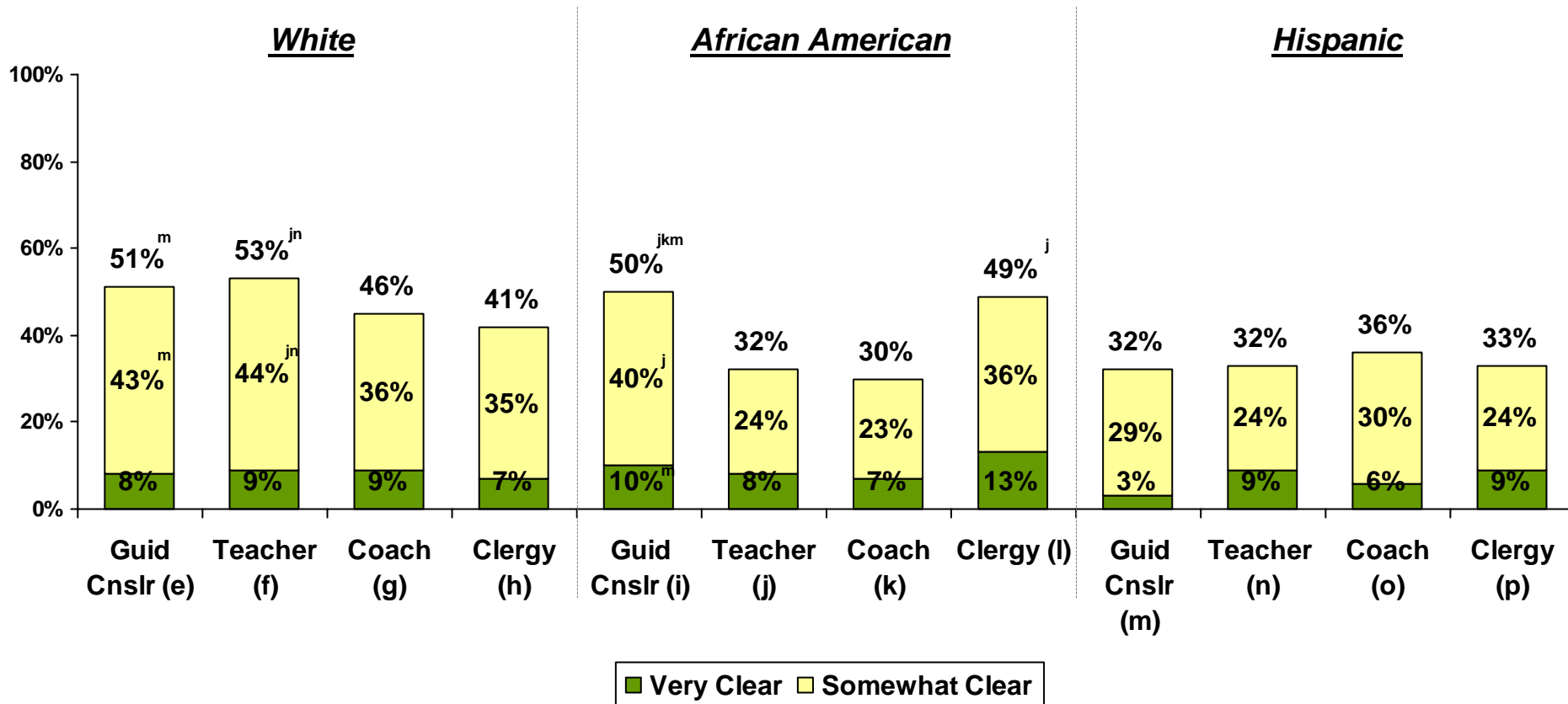
Letters indicate a significant difference at the 90% confidence level.



Student/Young Adult's Clarity in Career Plans (By Ethnic Group)

Close
Hold

Q.2 In general, how clear or undecided do you think they are about their future plans in terms of education, career or work?



Base: Total

For White (Guid Cnslr n=105, Teacher n=59, Coach n=33, Clergy n=46)

For African American (Guid Cnslr n=101, Teacher n=63, Coach n=30, Clergy n=47)

For Hispanic (Guid Cnslr n=94, Teacher n=34, Coach n=33, Clergy n=45)

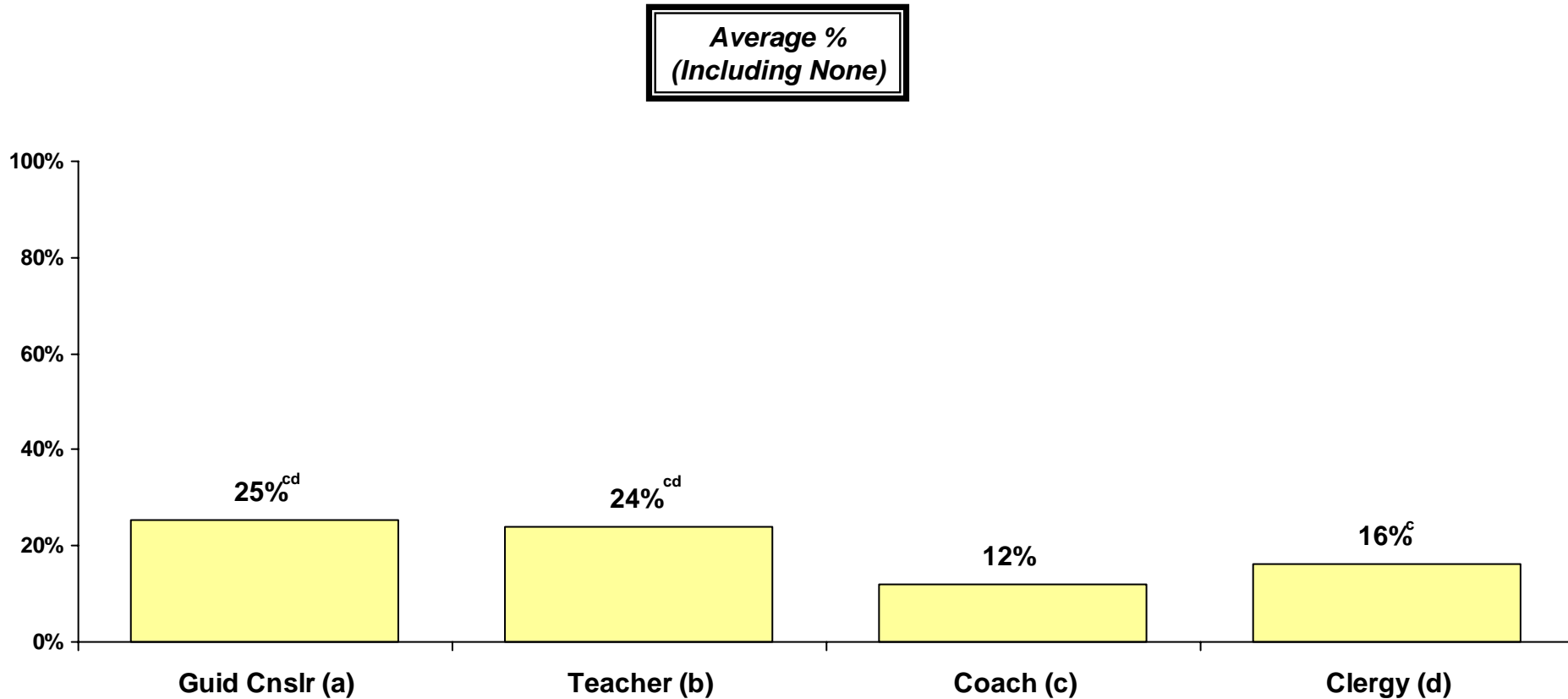
Letters indicate a significant difference at the 90% confidence level.



% of Students/Young Adults Who Are “Problem Kids” (By Total)

Close
Hold

Q.3 Approximately what percent of these students/young adults would you classify as “problem kids”, for either behavioral, social or academic reasons?



Base: Weighted Total (Guid Cnslr n=300, Teacher n=156, Coach n=96, Clergy n=138)

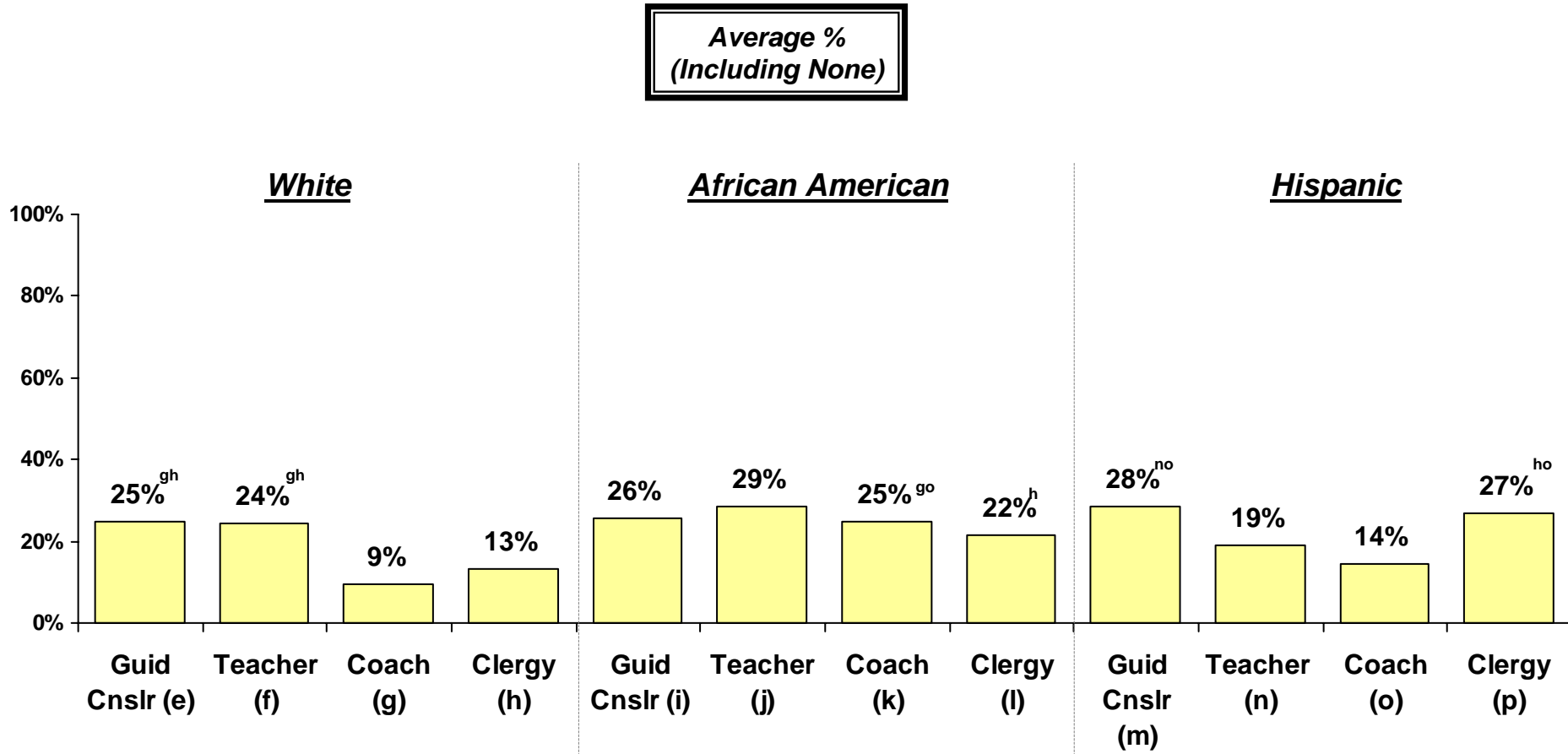
Letters indicate a significant difference at the 90% confidence level.



% of Students/Young Adults Who Are “Problem Kids” (By Ethnic Group)

Close
Hold

Q.3 Approximately what percent of these students/young adults would you classify as “problem kids”, for either behavioral, social or academic reasons?



Base: Total

For White (Guid Cnslr n=105, Teacher n=59, Coach n=33, Clergy n=46)

For African American (Guid Cnslr n=101, Teacher n=63, Coach n=30, Clergy n=47)

For Hispanic (Guid Cnslr n=94, Teacher n=34, Coach n=33, Clergy n=45)

Letters indicate a significant difference at the 90% confidence level.

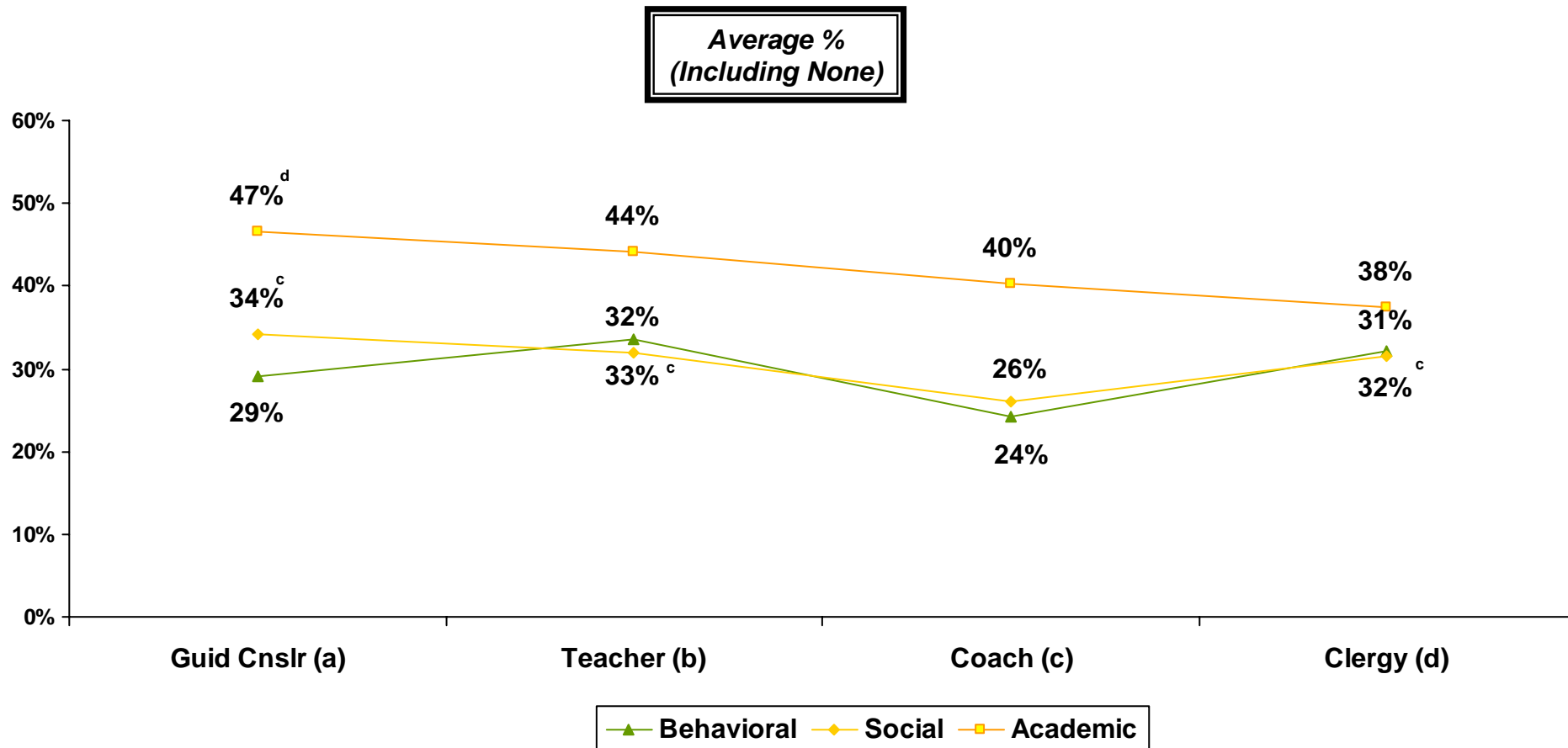


“Problem Kids” - Social, Behavioral or Academic

(By Total)

Close
Hold

Q.3A Of those you consider to be “problem kids”, approximately what percent have (behavioral/social/academic) problems?



Base: Weighted Total (Guid Cnslr n=300, Teacher n=156, Coach n=96, Clergy n=138)

Letters indicate a significant difference at the 90% confidence level.

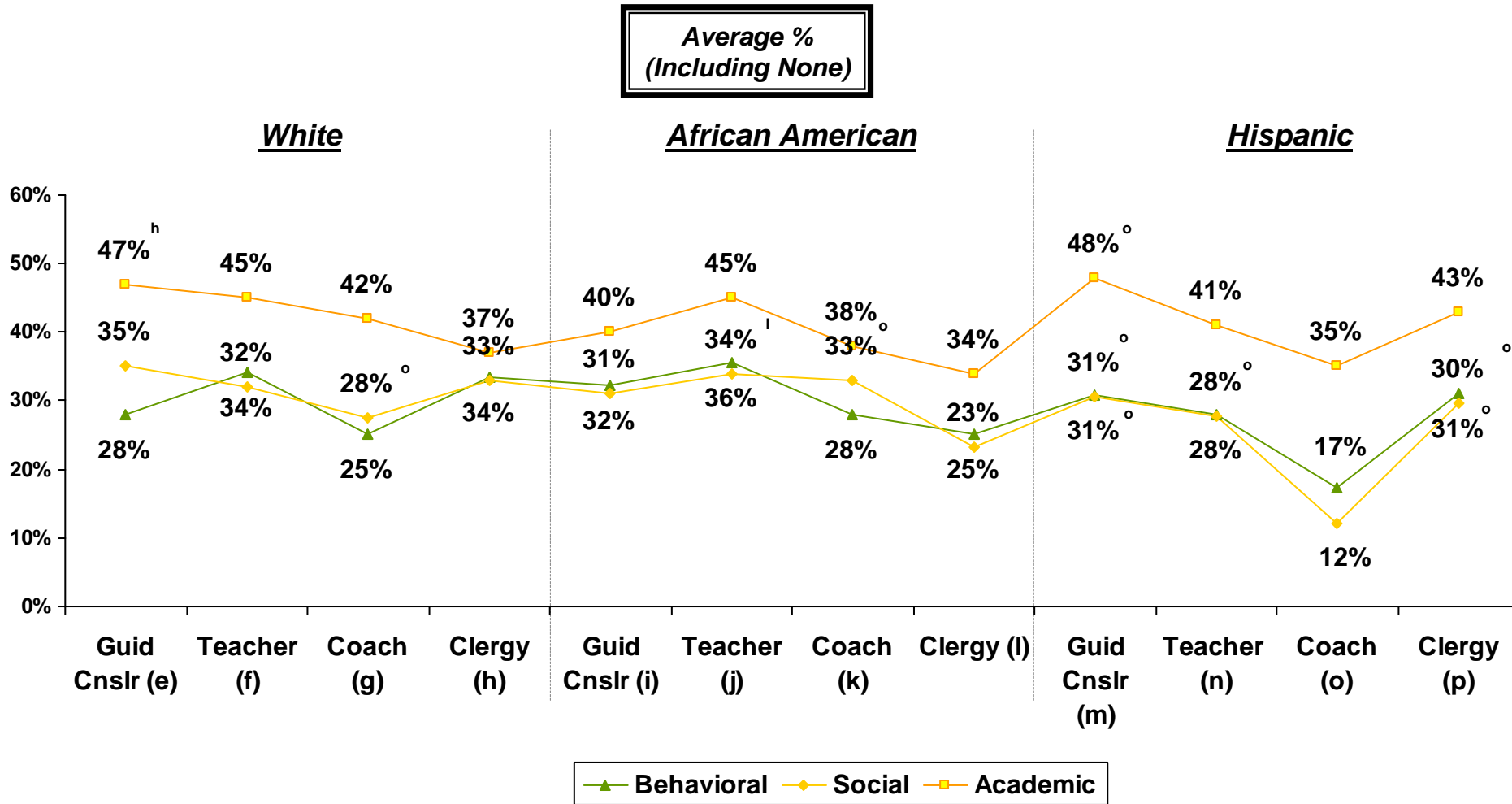


“Problem Kids” - Social, Behavioral or Academic

(By Ethnic Group)

Close
Hold

Q.3A Of those you consider to be “problem kids”, approximately what percent have (behavioral/social/academic) problems?



Base: Total

For White (Guid Cnslr n=105, Teacher n=59, Coach n=33, Clergy n=46)

For African American (Guid Cnslr n=101, Teacher n=63, Coach n=30, Clergy n=47)

For Hispanic (Guid Cnslr n=94, Teacher n=34, Coach n=33, Clergy n=45)

Letters indicate a significant difference at the 90% confidence level.

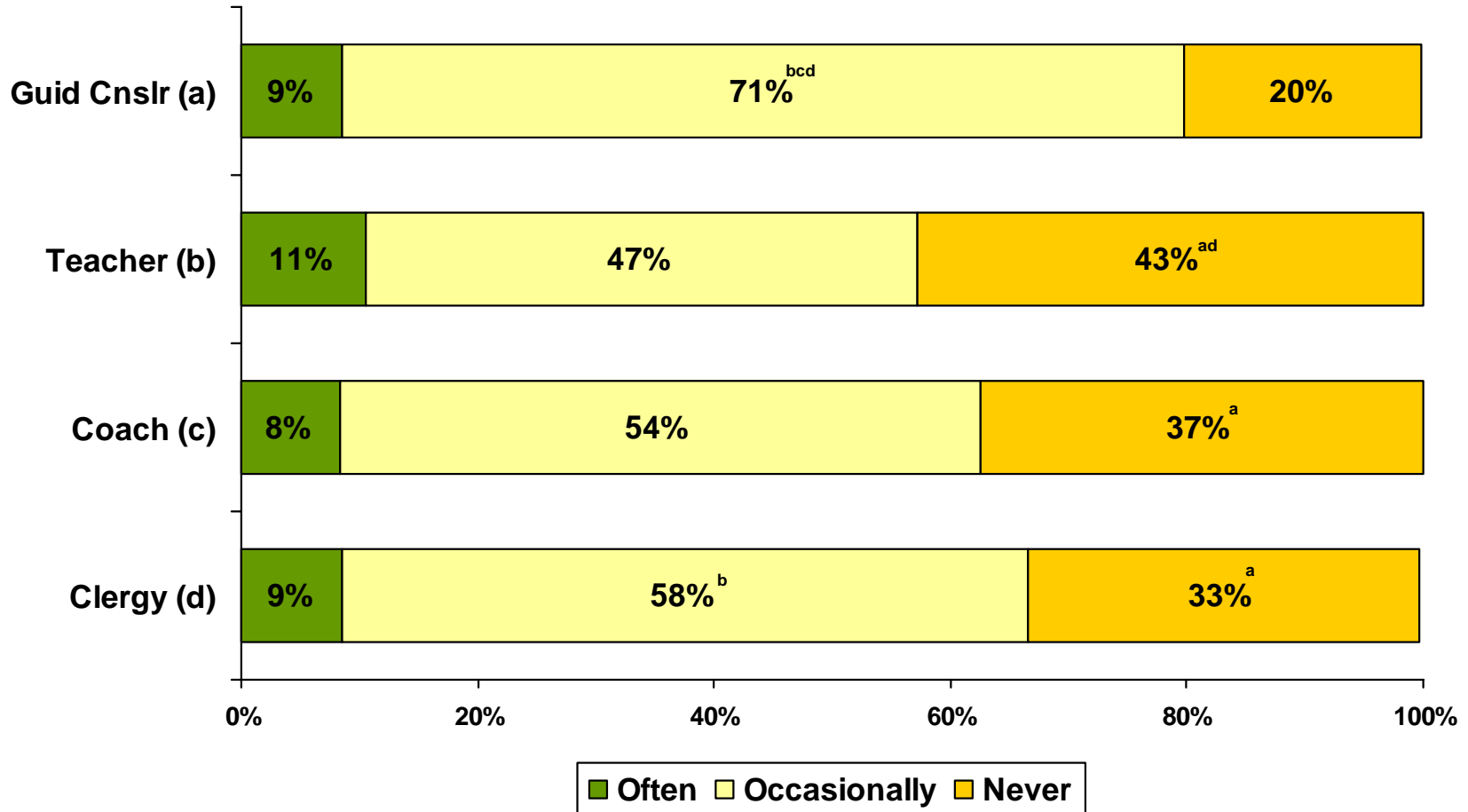
Influence on Parents



Influencer's Concern of Conflicting With Parent's Wishes For Child (By Total)

Close
Hold

Q.12 Do you ever have any concern that your advice on future plans and career choices might be in conflict with what their parents or guardians would want for them?



Base: Weighted Total (Guid Cnslr n=300, Teacher n=156, Coach n=96, Clergy n=138)

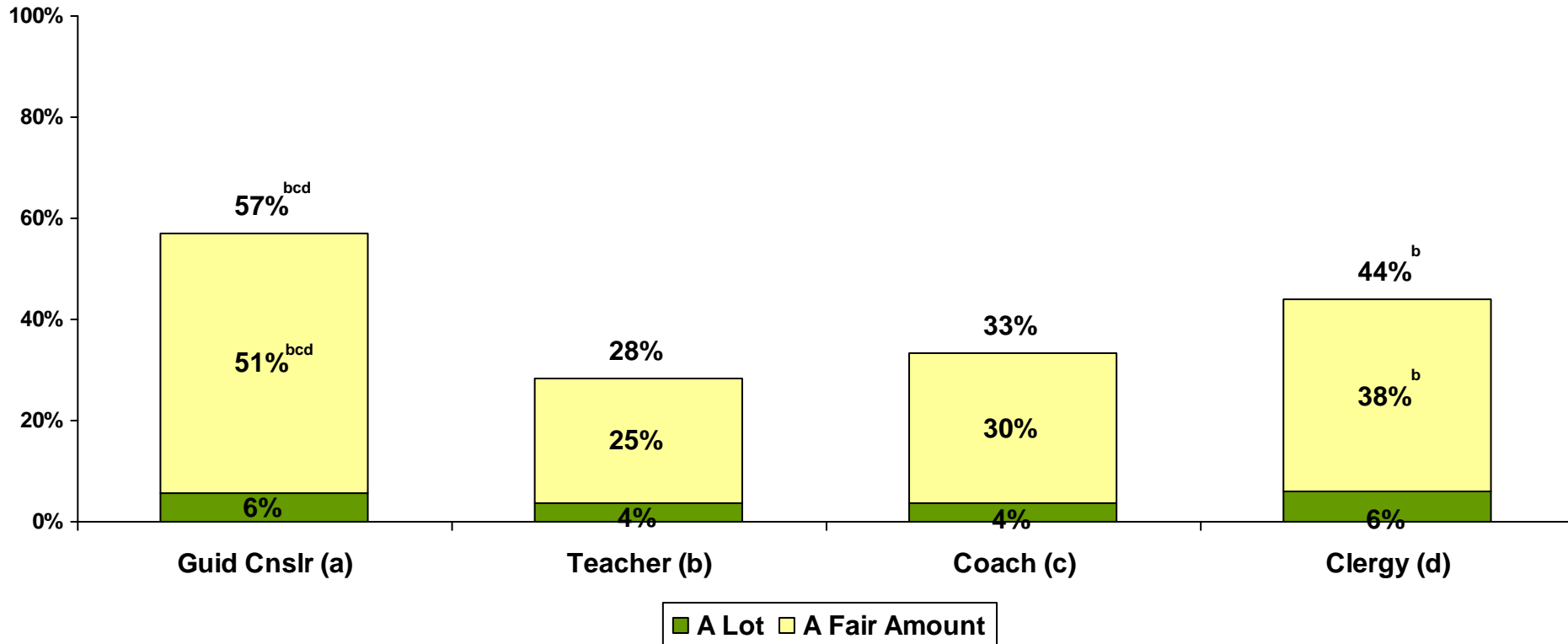
Letters indicate a significant difference at the 90% confidence level.



Amount of Influence Role Model Has With Parents (By Total)

Close
Hold

Q.13B Overall, how much influence do you think you have on the parents of these students/young adults regarding their future plans and career choices?



Base: Weighted Has Talked to Parents (Guid Cnslr n=295, Teacher n=129, Coach n=87, Clergy n=119)

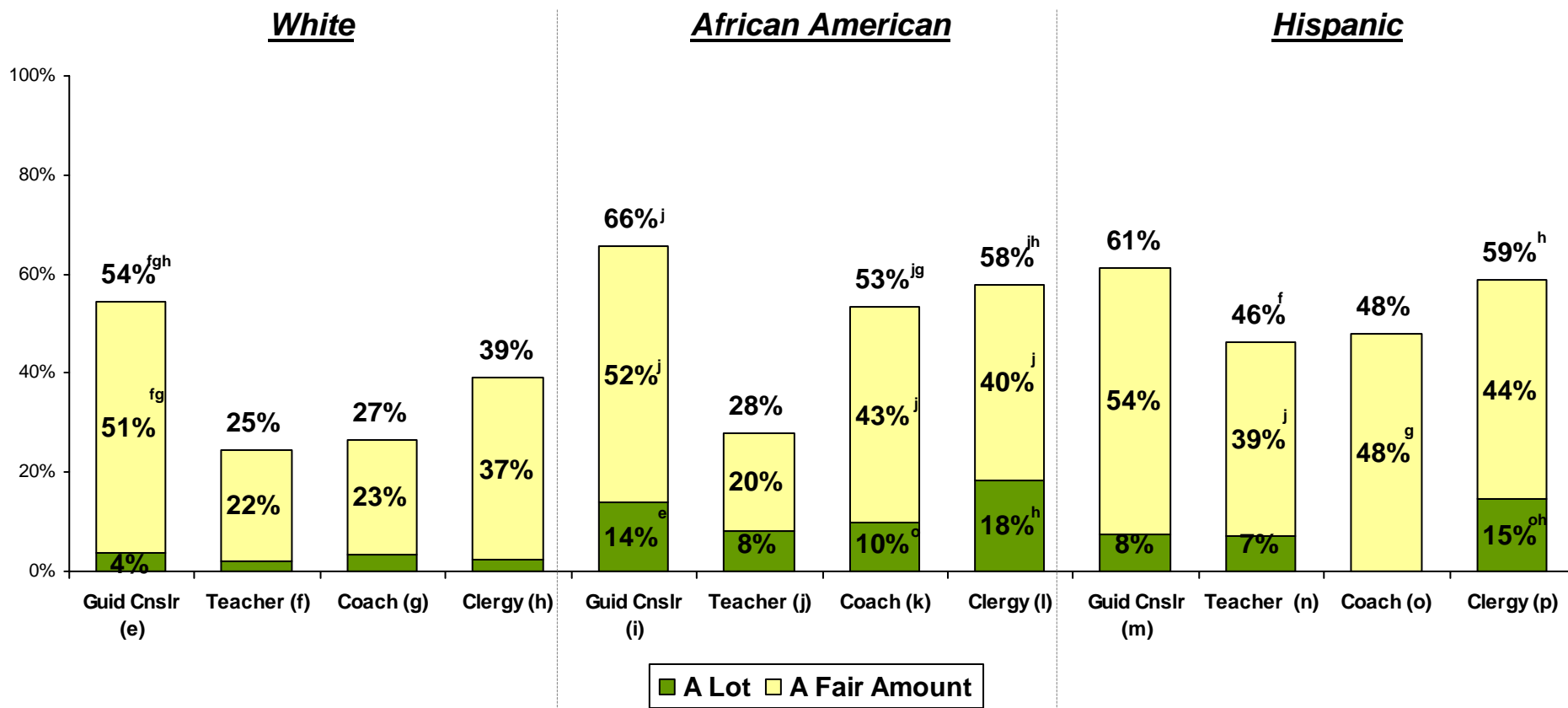
Letters indicate a significant difference at the 90% confidence level.



Amount of Influence Role Model Has With Parents (By Ethnic Group)

Close
Hold

Q.13B Overall, how much influence do you think you have on the parents of these students/young adults regarding their future plans and career choices?



Base: Talked with parents

For White (Guid Cnslr n=103, Teacher n=49, Coach n=30, Clergy n=41)

For African American (Guid Cnslr n=99, Teacher n=50, Coach n=30, Clergy n=38)

For Hispanic (Guid Cnslr n=93, Teacher n=28, Coach n=27, Clergy n=34)

Letters indicate a significant difference at the 90% confidence level.

Preferred Career Choice

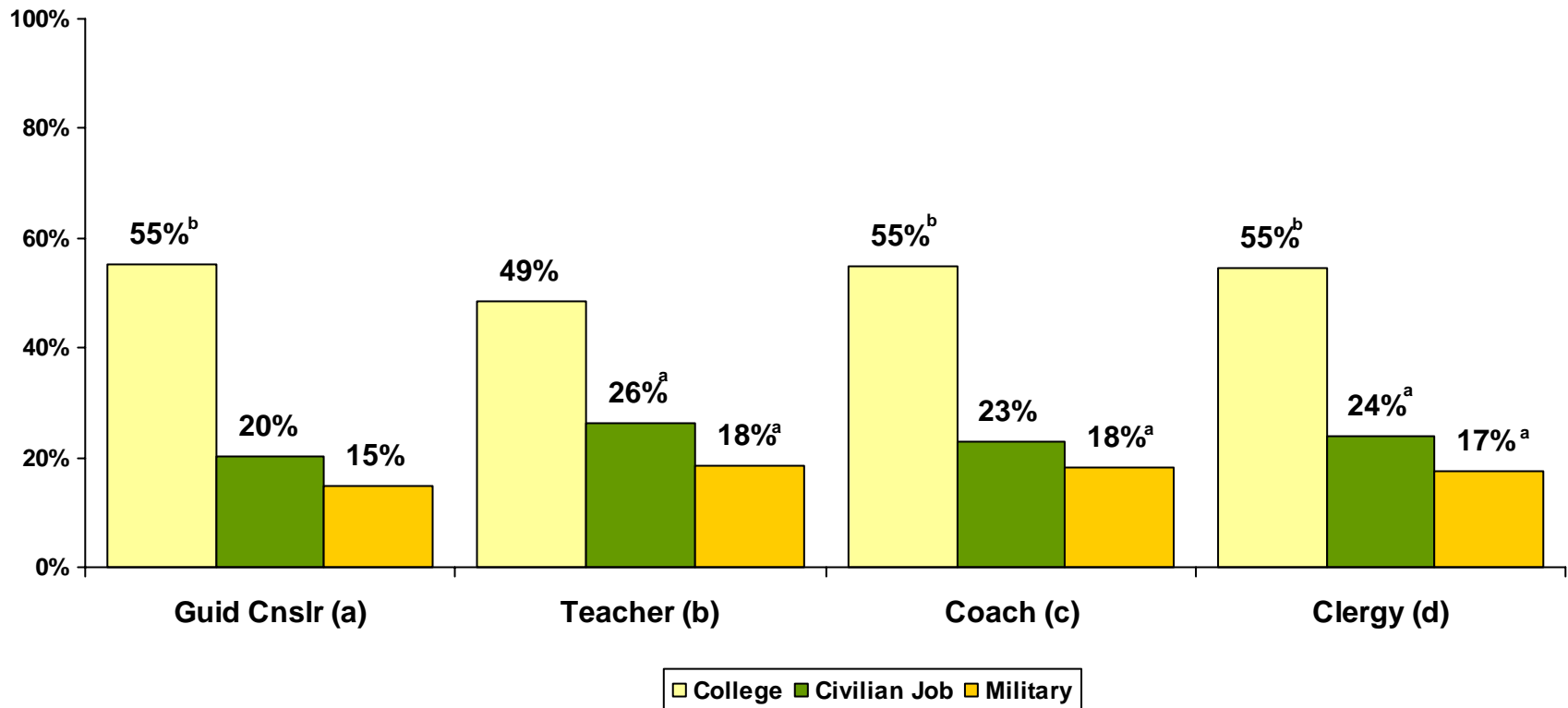


Career Appropriateness for Student/Young Adult (By Total)

Close
Hold

Q.6 Considering everything you know about these young adults/students, for approximately what percent of them do you think (Organization) would be the most appropriate option to pursue in the future?

**Average %
(Including None)**



Base: Weighted Total (Guid Cnslr n=300, Teacher n=156, Coach n=96, Clergy n=138)

Letters indicate a significant difference at the 90% confidence level.



Importance of Attributes For Career (By Total)

Close
Hold

Q.4 There are a number of things you might consider important when thinking about career choices for these students/young adults. For each of the things I mention, please tell me, in general, how important you think they are in a career for them.

	Weighted Total			
	Guid. Cnslr. (300)	Teacher (156)	Coach (96)	Clergy (138)
Base: Total				
Financial Independence	1	5	6	10
Able To Have A Satisfying Personal Life	2	2	2	1
Fair And Equal Treatment	3	1	4	4
Maintaining One's Self-Respect	4	4	3	2
Being Proud Of What One Does	5	3	1	3
Good Pay	6	6	9	15
Physical Safety And Well-Being	7	11	5	8
Good Benefits Such As Health Care, Retirement And Vacation	8	10	11	13
Potential For Advancement	9	8	12	14
Skill Development	10	9	13	7
Job Security	11	12	8	12
Being Highly Respected By Others	12	7	7	9
Making A Difference	13	15	16	6
Maintaining Pride In One's Heritage	14	13	15	16
Helping Others	15	16	10	5
Challenging Work	16	14	14	11
Having It Better Than You Did	17	17	19	19
Excitement/Adventure	18	19	17	18
Serving One's Country	19	18	18	17
Located Close To Home	20	20	20	20



Importance of Attributes For Career (By Total)

Close
Hold

Q.4 There are a number of things you might consider important when thinking about **career choices** for these students/young adults. For each of the things I mention, please tell me, in general, how important you think they are in a career for them.

% Rating “Extremely” or
“Very Important”

	Weighted Total			
	Guid. Cnslr.	Teacher	Coach	Clergy
	(300)	(156)	(96)	(138)
	%	%	%	%
	(a)	(b)	(c)	(d)
Base: Total				
Financial Independence	86 ^{bcd}	79 ^d	74 ^d	61
Able To Have A Satisfying Personal Life	84	87	87	84
Fair And Equal Treatment	82 ^d	88 ^{cd}	80	74
Maintaining One's Self-Respect	81	81	86	79
Being Proud Of What One Does	78	84 ^d	90 ^{ad}	75
Good Pay	70 ^d	64 ^d	64 ^d	49
Physical Safety And Well-Being	66 ^b	57	75 ^{abd}	63
Potential For Advancement	61 ^d	62	58	53
Skill Development	61	58	56	67 ^{bc}
Good Benefits (i.e. healthcare, retirement)	61	58	61	56
Job Security	59	52	66 ^b	58
Being Highly Respected By Others	55	64 ^a	72 ^a	62
Making A Difference	53	48	45	72 ^{abc}
Maintaining Pride In One's Heritage	48	51	52	45
Helping Others	48	43	64 ^{ab}	74 ^{abc}
Challenging Work	41	49	55 ^a	59 ^{ab}
Having It Better Than You Did	39	35	32	30
Excitement/Adventure	35	33	40	38
Serving One's Country	30	34	39	39 ^a
Located Close To Home	20	19	18	18

Note: Attributes are ranked in order of Importance by Total Guidance Counselor
Letters indicate a significant difference at the 90% confidence level.



Importance of Attributes For Career (By Ethnic Group)

Close
Hold

Q.4 There are a number of things you might consider important when thinking about **career choices** for these students/young adults. For each of the things I mention, please tell me, in general, how important you think they are in a career for them.

% Rating "Extremely" or
"Very Important"

	White				African-American				Hispanic			
	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Total	(105)	(59)	(33)	(46)	(101)	(63)	(30)	(47)	(94)	(34)	(33)	(45)
	%	%	%	%	%	%	%	%	%	%	%	%
	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Financial Independence	89 ^{ghm}	80 ^h	70	54	83	78	83	85 ^h	75	79	85	73 ^h
Able To Have A Satisfying Personal Life	84	92 ^{jn}	88	83	82	71	93 ^j	89 ^j	84	79	79	84
Fair And Equal Treatment	79	86 ^h	73	67	97 ^{em}	94	97 ^g	94 ^h	81	88	97 ^{mg}	87 ^h
Maintaining One's Self-Respect	79	81	85	74	90 ^e	83	90	94 ^{jh}	85	77	91	91 ^{nh}
Being Proud Of What One Does	75	86 ^{ej}	94 ^{ehk}	74	84 ^j	73	73	85	85 ^{pe}	82	85	73
Good Pay	68 ^h	61 ^h	58	39	77	67	80 ^g	79 ^h	75	77	82 ^g	69 ^h
Physical Safety And Well-Being	65	54	76 ^f	61	73	76 ^{fn}	73	66	66	56	76 ⁿ	71
Potential For Advancement	59	63 ^h	52	46	73 ^{jem}	59	80 ^{ig}	75 ^{jh}	61	62	70	67 ^h
Skill Development	60	56	58	63	69	65	57	79 ^k	61	59	49	76 ^{mo}
Good Benefits	62	58	64	54	65 ^m	59	50	62	52	56	58	58
Job Security	58	51	64	54	70 ^{jem}	52	73 ^j	77 ^{jhp}	56	56	70	60
Being Highly Respected By Others	50	63	73 ^e	54	67 ^e	65	60	81 ^{ijkh}	69 ^e	71	79	82 ^h
Making A Difference	50	48	42	74 ^{efg}	70 ^{jem}	51	60	77 ^{jp}	55	50	46	58
Maintaining Pride In One's Heritage	38	46	42	35	77 ^{je}	64 ^f	67 ^g	75 ^h	72 ^e	62	82 ^{ng}	71 ^h
Helping Others	46	42	67 ^{ef}	76 ^{ef}	59 ^{je}	41	53	70 ^j	51	44	58	67 ^{mn}
Challenging Work	37	51 ^e	58 ^e	57 ^e	55 ^e	43	53	68 ^j	48	44	42	60
Having It Better Than You Did	33	32	27	22	54 ^{je}	37	47	60 ^{jh}	50 ^e	47	42	47 ^h
Excitement/Adventure	36	34	42	35	35	29	43	43	29	29	24	49 ^{mno}
Serving One's Country	28	37	42 ^k	39	34	25	20	40 ^{jk}	37	24	36	40
Located Close To Home	14	15	12	15	23	24	23	21	44 ^{pei}	32 ^f	39 ^g	27

Note: Attributes are ranked in order of Importance by Total Guidance Counselor
Letters indicate a significant difference at the 90% confidence level.



Delivers Best on Attributes - Summary of Military (By Total)

Close
Hold

Q.5 Now we would like to know which organization you think can best deliver on these career benefits. The organizations we want you to consider are the military, a 4-year college, a 2-year college or vocational/technical school, and a civilian employer.

	Importance	Weighted Total			
		Guid. Cnslr.	Teacher	Coach	Clergy
Base: Total	(300)	(300)	(156)	(96)	(138)
Financial Independence	1	17	16	18	18
Able To Have A Satisfying Personal Life	2	19	17	17	17
Fair And Equal Treatment	3	8	12	5	8
Maintaining One's Self-Respect	4	7	9	7	6
Being Proud Of What One Does	5	5	8	6	4
Good Pay	6	16	18	16	19
Physical Safety And Well-Being	7	15	14	15	15
Good Benefits Such As Health Care, Retirement And Vacation	8	3	6	8	10
Potential For Advancement	9	13	15	14	13
Skill Development	10	14	13	13	14
Job Security	11	6	5	11	11
Being Highly Respected By Others	12	11	7	12	5
Making A Difference	13	4	4	4	9
Maintaining Pride In One's Heritage	14	12	11	10	3
Helping Others	15	10	3	3	7
Challenging Work	16	9	10	9	12
Having It Better Than You Did	17	18	19	20	16
Excitement/Adventure	18	2	2	2	2
Serving One's Country	19	1	1	1	1
Located Close To Home	20	20	20	19	20



Organization That Delivers Best on Attributes - Summary of Military (By Total)

Close
Hold

Q.5 Now we would like to know which organization you think can best deliver on these career benefits. The organizations we want you to consider are the military, a 4-year college, a 2-year college or vocational/technical school, and a civilian employer.

	Weighted Total			
	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Total	(300)	(156)	(96)	(138)
	%	%	%	%
	(a)	(b)	(c)	(d)
Financial Independence	3	6 ^{ac}	1	3
Able To Have A Satisfying Personal Life	2	5	3	5 ^a
Fair And Equal Treatment	25	21	40 ^{ab}	30 ^b
Maintaining One's Self-Respect	29	27	32	33
Being Proud Of What One Does	33	30	33	38
Good Pay	4	5	4	3
Physical Safety And Well-Being	9	16 ^a	13	10
Potential For Advancement	15	15	16	14
Skill Development	12	18 ^a	23 ^{ad}	11
Good Benefits Such As Health Care, Retirement And Vacation	35	34	32	30
Job Security	33	37 ^c	26	29
Being Highly Respected By Others	22	30 ^a	26	33 ^a
Making A Difference	35	41 ^d	42 ^d	30
Maintaining Pride In One's Heritage	21	23	27	39 ^{abc}
Helping Others	24	42 ^{ad}	51 ^{ad}	30
Challenging Work	24	24	30	28
Having It Better Than You Did	2	4 ^c	1	5 ^{ac}
Excitement/Adventure	81 ^{bd}	72	82 ^{bd}	68
Serving One's Country	93 ^{bd}	84	99 ^{abd}	87
Located Close To Home	1	2	1	1

Note: Attributes are ranked in order of Importance by Total Guidance Counselor
Letters indicate a significant difference at the 90% confidence level.



Organization That Delivers Best on Attributes - Summary of Military (By Ethnic Group)

Close
Hold

Q.5 Now we would like to know which organization you think can best deliver on these career benefits. The organizations we want you to consider are the military, a 4-year college, a 2-year college or vocational/technical school, and a civilian employer.

	White				African-American				Hispanic			
	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Total	(105)	(59)	(33)	(46)	(101)	(63)	(30)	(47)	(94)	(34)	(33)	(45)
	%	%	%	%	%	%	%	%	%	%	%	%
	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Financial Independence	1	7 ^{eh}	-	-	10 ^{ke}	3	-	13 ^{jkh}	5 ^e	6	6	9 ^h
Able To Have A Satisfying Personal Life	1	5	3	2	4	8 ⁿ	-	9	5 ^e	-	3	16 ^{mnoh}
Fair And Equal Treatment	27	17	39 ^f	30	25	27	27	32	18	38 ^{mf}	52 ^{mpk}	29
Maintaining One's Self-Respect	32 ^{im}	25	33	35	19	21	37 ⁱ	28	18	38 ^{mj}	21	29
Being Proud Of What One Does	38 ^{im}	34	33	37	23	21	37	28	18	21	30	51 ^{mno}
Good Pay	3	5	3	-	7	3	7	9 ^h	4	3	9	11 ^h
Physical Safety And Well-Being	7	15 ^{eh}	9	4	16 ^e	11	20	21 ^h	16 ^e	21	24	24 ^h
Potential For Advancement	14	12	15	11	21 ^m	27 ^f	17	19	12	18	18	22
Skill Development	11	17	24 ^{eh}	7	14	14	17	19 ^h	13	27 ^m	24	27 ^{mh}
Good Benefits (i.e. healthcare, retirement)	35	31	30	24	41 ^m	38	33	49 ^h	28	50 ^{mf}	36	40
Job Security	36 ^m	37	24	24	28	38	37	34	21	35	27	51 ^{moh}
Being Highly Respected By Others	23	34 ⁿ	21	35	18	25	37 ⁱ	26	19	18	36 ^{mn}	33 ^m
Making A Difference	37	42	42	30	27	33	47 ^{il}	21	30	38	36	33
Maintaining Pride In One's Heritage	24 ⁱ	25 ^j	33 ^{ko}	46 ^{eflp}	13	13	10	21	16	18	9	20
Helping Others	21	44 ^e	52 ^{eh}	28	37 ^{lem}	32	47 ⁱ	21	26	38	52 ^m	49 ^{mhl}
Challenging Work	25	25	27	26	24	19	47 ^{ij}	32	20	21	27	31
Having It Better Than You Did	2	3	-	4	3	8	-	2	2	6	3	11 ^{ml}
Excitement/Adventure	84 ^{fhm}	70	85 ^h	67	75	75	73	66	69	82	76	76
Serving One's Country	94 ^f	80	100 ^{fh}	89	91 ⁱ	89	97 ⁱ	79	88	97 ^f	94	87
Located Close To Home	1	3	-	-	1	-	-	2	-	-	6 ^m	2

Note: Attributes are ranked in order of Importance by Total Guidance Counselor
Letters indicate a significant difference at the 90% confidence level.



Organization That Delivers Best on Attributes - Summary of 4 year college (By Total)

Close
Hold

Q.5 Now we would like to know which organization you think can best deliver on these career benefits. The organizations we want you to consider are the military, a 4-year college, a 2-year college or vocational/technical school, and a civilian employer.

Base: Total

	Weighted Total			
	Guid. Cnslr.	Teacher	Coach	Clergy
	(300)	(156)	(96)	(138)
	%	%	%	%
	(a)	(b)	(c)	(d)
Financial Independence	73	65	86 ^{abd}	71
Able To Have A Satisfying Personal Life	56	61	74 ^{ab}	66 ^a
Fair And Equal Treatment	45	40	38	42
Maintaining Pride In One's Heritage	47 ^d	45 ^d	50 ^d	34
Being Proud Of What One Does	36	44 ^a	48 ^a	42
Good Pay	75	75	86 ^{abd}	70
Physical Safety And Well-Being	55	55	65 ^a	58
Potential For Advancement	72 ^b	61	70	70
Skill Development	22	24	31 ^a	30 ^a
Good Benefits Such As Health Care, Retirement And Vacation	42	38	52 ^b	52 ^{ab}
Job Security	43	37	62 ^{abd}	43
Being Highly Respected By Others	66 ^{bd}	58	62	56
Making A Difference	45 ^b	36	47	54 ^{ab}
Maintaining One's Self-Respect	49	51	48	42
Helping Others	40 ^{bc}	31	25	36 ^c
Challenging Work	47 ^d	54 ^d	51 ^d	38
Having It Better Than You Did	79	74	92 ^{abd}	76
Excitement/Adventure	14	20 ^c	8	21 ^{ac}
Serving One's Country	3	7 ^{ac}	1	6 ^c
Located Close To Home	23	17	36 ^{abd}	21

Note: Attributes are ranked in order of Importance by Total Guidance Counselor
Letters indicate a significant difference at the 90% confidence level.



Organization That Delivers Best on Attributes - Summary of 4 year college (By Ethnic Group)

Close
Hold

Q.5 Now we would like to know which organization you think can best deliver on these career benefits. The organizations we want you to consider are the military, a 4-year college, a 2-year college or vocational/technical school, and a civilian employer.

	White				African-American				Hispanic			
	Guid.	Teacher	Coach	Clergy	Guid.	Teacher	Coach	Clergy	Guid.	Teacher	Coach	Clergy
	Cnslr.				Cnslr.				Cnslr.			
	(105)	(59)	(33)	(46)	(101)	(63)	(30)	(47)	(94)	(34)	(33)	(45)
Base: Total	%	%	%	%	%	%	%	%	%	%	%	%
	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Financial Independence	72	61	85 ^f	76 ⁱ	67	73 ⁱ	93 ^{ijl}	55	78 ^p	79 ^f	82 ^p	62
Able To Have A Satisfying Personal Life	54	59	73 ^e	72 ^{elp}	60	59	83 ^{ijl}	53	61	71 ^p	73 ^p	51
Fair And Equal Treatment	43	39	33	44	47	48	67 ^{ijlgo}	45	56 ^{ope}	41	33	31
Maintaining One's Self-Respect	48	53	46	37	54	51	53	57 ^h	53	41	55	53
Being Proud Of What One Does	31	39	49 ^e	41	50 ^e	44	47	55 ^p	48 ^{pe}	68 ^{mpfj}	49	31
Good Pay	75	71	88 ^{fh}	72	65	83 ^{il}	83 ^{il}	64	79 ⁱ	88 ^{pf}	82	67
Physical Safety And Well-Being	55	54	70 ^o	63 ^p	56	56	67 ^o	49	53	56	42	44
Potential For Advancement	72 ^f	59	70	74	63	60	73	64	75 ^{pi}	71	67	58
Skill Development	21	22	30	30	25	33	33	36 ^p	22	24	33	20
Good Benefits (i.e. healthcare, retirement)	40	37	52	61 ^{eflp}	34	40	57 ^{il}	30	61 ^{npei}	38	49	31
Job Security	40	34	64 ^{efh}	44	47	44	60	45	56 ^{pe}	44	58 ^p	38
Being Highly Respected By Others	65	54	64	54	68	57	63	57	69	74 ^f	55	60
Making A Difference	44	34	46	54 ^f	50	48	53	53	46	38	46	51
Maintaining Pride In One's Heritage	44 ^h	41	46	28	59 ^e	60 ^f	80 ^{ijlgo}	57 ^h	49	53	46	42
Helping Others	41 ^{fgi}	27	24	39 ^p	28	40	33	40 ^p	46 ^{opi}	41 ^p	24	20
Challenging Work	45	54 ^h	52	35	44	49	40	51	60 ^{pei}	56	55	40
Having It Better Than You Did	79	73	91 ^f	78	78	71	100 ^{ijlgo}	79	82 ^p	79	91 ^p	64
Excitement/Adventure	12	20 ^g	6	22 ^g	15	18	20	26 ^p	23 ^{ope}	18	9	11
Serving One's Country	3	9 ^g	-	4	2	6	3	9 ⁱ	7 ⁱ	3	6	11
Located Close To Home	22	17	36 ^{ef}	22	22	19	47 ^{ijlo}	19	31	18	24	20

Note: Attributes are ranked in order of Importance by Total Guidance Counselor
Letters indicate a significant difference at the 90% confidence level.



Organization That Delivers Best on Attributes - Summary of 2 year college (By Total)

Close
Hold

Q.5 Now we would like to know which organization you think can best deliver on these career benefits. The organizations we want you to consider are the military, a 4-year college, a 2-year college or vocational/technical school, and a civilian employer.

Base: Total

	Weighted Total			
	Guid. Cnslr.	Teacher	Coach	Clergy
	(300)	(156)	(96)	(138)
	%	%	%	%
	(a)	(b)	(c)	(d)
Financial Independence	13 ^c	15 ^c	4	13 ^c
Able To Have A Satisfying Personal Life	20 ^{bcd}	14 ^c	5	10
Fair And Equal Treatment	13 ^c	21 ^{acd}	4	8
Maintaining One's Self-Respect	11 ^c	9 ^c	3	10 ^c
Being Proud Of What One Does	16 ^{bcd}	10 ^c	3	6
Good Pay	12 ^c	8	5	9
Physical Safety And Well-Being	17 ^{bc}	11	9	13
Potential For Advancement	6	13 ^{acd}	3	6
Skill Development	58 ^c	52 ^c	38	51 ^c
Good Benefits Such As Health Care, Retirement And Vacation	6	8 ^{cd}	3	3
Job Security	13 ^c	20 ^{ac}	3	20 ^{ac}
Being Highly Respected By Others	4	5	4	2
Making A Difference	9 ^c	13 ^{cd}	4	5
Maintaining Pride In One's Heritage	13 ^c	9	4	9
Helping Others	16 ^{cd}	17 ^{cd}	8	9
Challenging Work	15 ^c	12	8	20 ^{bc}
Having It Better Than You Did	10 ^c	9 ^c	1	6 ^c
Excitement/Adventure	2	4	2	5 ^a
Serving One's Country	1	7 ^{ac}	-	3 ^c
Located Close To Home	50 ^{cd}	52 ^{cd}	27	34

Note: Attributes are ranked in order of Importance by Total Guidance Counselor
Letters indicate a significant difference at the 90% confidence level.



Organization That Delivers Best on Attributes - Summary of 2 year college (By Ethnic Group)

Close
Hold

Q.5 Now we would like to know which organization you think can best deliver on these career benefits. The organizations we want you to consider are the military, a 4-year college, a 2-year college or vocational/technical school, and a civilian employer.

	White				African-American				Hispanic			
	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Total	(105)	(59)	(33)	(46)	(101)	(63)	(30)	(47)	(94)	(34)	(33)	(45)
	%	%	%	%	%	%	%	%	%	%	%	%
	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Financial Independence	13	17 ^g	3	13	12	13	3	11	12	9	6	18
Able To Have A Satisfying Personal Life	21 ^{gh}	14	3	9	18	16	7	11	20	12	12	18
Fair And Equal Treatment	11	24 ^{egh}	3	7	15 ^k	13	3	6	16	18	9	13
Maintaining One's Self-Respect	10 ^g	9 ^g	-	11 ^g	12	13	7	4	16	9	12 ^g	11
Being Proud Of What One Does	15 ^{gh}	10 ^g	-	4	13	13	13 ^g	11	25 ^{nopi}	9	9 ^g	11
Good Pay	12	9	6	9	14	8	3	9	7	3	3	13
Physical Safety And Well-Being	16	10	6	15	11	13	10	9	26 ^{npi}	12	21 ^{pg}	7
Potential For Advancement	5	15 ^{egh}	-	4	9	6	7	4	9	6	12 ^g	16 ^{hl}
Skill Development	58 ^g	54	36	54	56 ^l	48	50	38	60 ^o	47	36	49
Good Benefits (i.e. healthcare, retirement)	6	10	3	2	9	5	3	2	6	3	3	7
Job Security	13	22 ^g	3	24 ^{gl}	14 ^k	11 ^k	-	11 ^k	12	15	6	11
Being Highly Respected By Others	4	5	3	-	4	5	-	6 ^h	3	3	9 ^k	7 ^h
Making A Difference	9	14 ^j	3	4	8	5	-	11 ^k	14 ^p	15 ^j	9 ^k	4
Maintaining Pride In One's Heritage	13 ^g	10 ^g	-	9 ^g	7	3	10 ^g	6	17 ⁱ	6	18 ^g	16
Helping Others	15	19 ^{hj}	6	7	18 ^j	6	17	13	15	15	12	16
Challenging Work	16	12	6	24 ^{gl}	14 ^l	13	13	4	12	15	12	18 ^l
Having It Better Than You Did	10 ^g	10 ^g	-	4	10 ^k	8	-	6	10	6	6	16 ^h
Excitement/Adventure	1	5	-	4	4	3	7	4	3	-	9 ^{ng}	9 ⁿ
Serving One's Country	1	9 ^{egn}	-	4	3	3	-	2	1	-	-	-
Located Close To Home	50 ^{gh}	53 ^{gh}	18	30	50	48	47 ^g	43	54	50	52 ^g	44

Note: Attributes are ranked in order of Importance by Total Guidance Counselor
Letters indicate a significant difference at the 90% confidence level.



Organization That Delivers Best on Attributes - Summary of Civilian Job (By Total)

Close
Hold

Q.5 Now we would like to know which organization you think can best deliver on these career benefits. The organizations we want you to consider are the military, a 4-year college, a 2-year college or vocational/technical school, and a civilian employer.

Base: Total

	Weighted Total			
	Guid. Cnslr.	Teacher	Coach	Clergy
	(300)	(156)	(96)	(138)
	%	%	%	%
	(a)	(b)	(c)	(d)
Financial Independence	7	12 ^a	8	12 ^a
Able To Have A Satisfying Personal Life	15	20	13	15
Fair And Equal Treatment	9	11	12	13
Maintaining One's Self-Respect	3	7 ^a	12 ^a	10 ^a
Being Proud Of What One Does	7	10	8	11
Good Pay	8	11 ^c	4	18 ^{ac}
Physical Safety And Well-Being	12	14	9	18 ^{ac}
Potential For Advancement	4	10 ^a	10 ^a	10 ^a
Skill Development	4	4	5	6
Good Benefits Such As Health Care, Retirement And Vacation	13	17	11	15
Job Security	7	5	6	7
Being Highly Respected By Others	4	5	2	7 ^{ac}
Making A Difference	4	6	6	8 ^a
Maintaining Pride In One's Heritage	8	7	14	8
Helping Others	12	8	15	21 ^{ab}
Challenging Work	7	8	8	12 ^a
Having It Better Than You Did	3	8 ^{ac}	2	10 ^{ac}
Excitement/Adventure	1	2	5 ^a	4 ^a
Serving One's Country	1	1	-	1
Located Close To Home	22	27	34 ^a	42 ^{ab}

Note: Attributes are ranked in order of Importance by Total Guidance Counselor
Letters indicate a significant difference at the 90% confidence level.



Organization That Delivers Best on Attributes - Summary of Civilian Job (By Ethnic Group)

Close
Hold

Q.5 Now we would like to know which organization you think can best deliver on these career benefits. The organizations we want you to consider are the military, a 4-year college, a 2-year college or vocational/technical school, and a civilian employer.

	White				African-American				Hispanic			
	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Total	(105)	(59)	(33)	(46)	(101)	(63)	(30)	(47)	(94)	(34)	(33)	(45)
	%	%	%	%	%	%	%	%	%	%	%	%
	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Financial Independence	7	14	9	11	7	11	3	19 ^{ik}	5	3	6	11
Able To Have A Satisfying Personal Life	17 ^m	22	15	13	10	14	10	26 ^{ik}	9	12	6	16
Fair And Equal Treatment	11	14 ⁿ	15	11	8	8 ⁿ	3	15	5	-	6	24 ^{mnoh}
Maintaining One's Self-Respect	2	7	15 ^e	11 ^e	5	10	3	9	7 ^e	6	6	4
Being Proud Of What One Does	7	12 ⁿ	9	13	7	11 ⁿ	3	6	6	-	9 ⁿ	7
Good Pay	7	14 ^j	3	20 ^{eg}	10	5	7	17 ^j	10	6	6	9
Physical Safety And Well-Being	13 ^m	15	9	17	13 ^m	13	3	19 ^k	2	12 ^m	12 ^m	22 ^m
Potential For Advancement	4	12 ^e	12 ^e	11 ^e	5	5	3	13 ⁱ	5	3	3	4
Skill Development	4	5	6	7	4	3	-	4	5	-	6	4
Good Benefits (i.e. healthcare, retirement)	14 ^m	20 ⁿ	12	13	14 ^m	14	7	17	5	6	12	20 ^{mn}
Job Security	6	5	6	9 ^p	9	3	3	9 ^p	10 ^p	3	9 ^p	-
Helping Others	12	9	18 ^k	22 ^f	10	11	3	21 ^{ik}	11	6	9	16
Making A Difference	3	7	6	7	7	5	-	13 ^k	5	6	9 ^k	11
Maintaining Pride In One's Heritage	8	7	15 ^k	7	10 ^k	10 ^k	-	11 ^k	10	9	18 ^k	16
Being Highly Respected By Others	3	5	3	9 ^p	5	5	-	9 ^p	6 ^p	3	-	-
Challenging Work	6	7	9 ^k	13	12 ^k	11 ^k	-	11 ^k	9	9	6	11
Having It Better Than You Did	3	9	3	11 ^e	2	8 ⁱ	-	11 ^{ik}	1	6	-	7 ^m
Excitement/Adventure	-	3 ^e	6 ^e	4 ^e	3 ^e	-	-	4	2	-	6	4
Serving One's Country	-	2	-	-	-	2	-	6 ^{ihp}	3 ^{ei}	-	-	-
Located Close To Home	23	25	42 ^{efko}	46 ^{ef}	26 ^{km}	30 ^k	7	32 ^k	14	32 ^m	18	33 ^m

Note: Attributes are ranked in order of Importance by Total Guidance Counselor
Letters indicate a significant difference at the 90% confidence level.



Military as Career Choice - Importance versus Performance (By Guidance Counselor)

Close
Hold








Delivers Best on Attributes - Military vs. Others

(By Guidance Counselor)

Close
Hold

	Importance	Military	4-Year	2-Year	Civilian
Base: Total	(300)	(300)	(300)	(300)	(300)
		%	%	%	%
		(a)	(b)	(c)	(d)
Financial Independence	86	3	73 ^{acd}	13 ^{ad}	7 ^a
Able To Have A Satisfying Personal Life	84	2	56 ^{acd}	20 ^a	15 ^a
Fair And Equal Treatment	82	25 ^{cd}	45 ^{acd}	13	9
Maintaining One's Self-Respect	81	29 ^{cd}	49 ^{acd}	11 ^d	3
Being Proud Of What One Does	78	33 ^{cd}	36 ^{cd}	16 ^d	7
Good Pay	70	4	75 ^{acd}	12 ^a	8 ^a
Physical Safety And Well-Being	66	9	55 ^{acd}	17 ^a	12
Potential For Advancement	61	15 ^{cd}	72 ^{acd}	6	4
Skill Development	61	12 ^d	22 ^{ad}	58 ^{abd}	4
Good Benefits	61	35 ^{cd}	42 ^{cd}	6	13 ^c
Job Security	59	33 ^{cd}	43 ^{acd}	13 ^d	7
Being Highly Respected By Others	55	22 ^{cd}	66 ^{acd}	4	4
Making A Difference	53	35 ^{cd}	45 ^{acd}	9 ^d	4
Maintaining Pride In One's Heritage	48	21 ^{cd}	47 ^{acd}	13	8
Helping Others	48	24 ^{cd}	40 ^{acd}	16	12
Challenging Work	41	24 ^{cd}	47 ^{acd}	15 ^d	7
Having It Better Than You Did	39	2	79 ^{acd}	10 ^{ad}	3
Excitement/Adventure	35	81 ^{bcd}	14 ^{cd}	2	1
Serving One's Country	30	93 ^{bcd}	3 ^d	1	1
Located Close To Home	20	1	23 ^a	50 ^{abd}	22 ^a

Average
Importance: 58%

 Military Mentioned Significantly More Often "As Best"
 Military Mentioned As Often "As Best"
 Military Mentioned Significantly Less Often "As Best"

Note: Attributes are ranked in order of Importance by Guidance Counselors

% Best numbers may not sum to 100% due to Don't Knows.

Don't Knows do not exceed 11% among Guidance Counselors

159 Letters indicate a significant difference at the 90% confidence level.





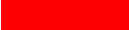
Delivers Best on Attributes - Military vs. Others

(By Teacher)

Close
Hold

	Importance	Military	4-Year	2-Year	Civilian
Base: Total	(156)	(156)	(156)	(156)	(156)
		%	%	%	%
		(f)	(g)	(h)	(i)
Fair And Equal Treatment	88	21 ⁱ	40 ^{fhi}	21 ⁱ	11
Able To Have A Satisfying Personal Life	87	5	61 ^{fhi}	14 ^f	20 ^f
Being Proud Of What One Does	84	30 ^{hi}	44 ^{fhi}	10	10
Maintaining One's Self-Respect	81	27 ^{hi}	51 ^{fhi}	9	7
Financial Independence	79	6	65 ^{fhi}	15 ^f	12
Good Pay	64	5	75 ^{fhi}	8	11 ^f
Being Highly Respected By Others	64	30 ^{hi}	58 ^{fhi}	5	5
Potential For Advancement	62	15	61 ^{fhi}	13	10
Skill Development	58	18 ⁱ	24 ⁱ	52 ^{fgi}	4
Good Benefits	58	34 ^{hi}	38 ^{hi}	8	17 ^h
Physical Safety And Well-Being	57	16	55 ^{fhi}	11	14
Job Security	52	37 ^{hi}	37 ^{hi}	20 ⁱ	5
Maintaining Pride In One's Heritage	51	23 ^{hi}	45 ^{fhi}	9	7
Challenging Work	49	24 ^{hi}	54 ^{fhi}	12	8
Making A Difference	48	41 ^{hi}	36 ^{hi}	13	6
Helping Others	43	42 ^{ghi}	31 ^{hi}	17 ⁱ	8
Having It Better Than You Did	35	4	74 ^{fhi}	9	8
Serving One's Country	34	84 ^{ghi}	7 ⁱ	7 ⁱ	1
Excitement/Adventure	33	72 ^{ghi}	20 ^{hi}	4	2
Located Close To Home	19	2	17 ^f	52 ^{fgi}	27 ^{fg}

Average
Importance:
57%

 Military Mentioned Significantly More Often "As Best"
 Military Mentioned As Often "As Best"
 Military Mentioned Significantly Less Often "As Best"

Note: Attributes are ranked in order of Importance by Teachers
 % Best numbers may not sum to 100% due to Don't Knows.

Don't Knows do not exceed 16% among Teachers.





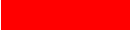
Delivers Best on Attributes - Military vs. Others

(By Coach)

Close
Hold

	Importance	Military	4-Year	2-Year	Civilian
Base: Total	(96)	(96)	(96)	(96)	(300)
		%	%	%	%
		(k)	(l)	(m)	(n)
Being Proud Of What One Does	90	33 ^{mn}	48 ^{kmn}	3	8
Able To Have A Satisfying Personal Life	87	3	74 ^{kmn}	5	13 ^{km}
Maintaining One's Self-Respect	86	32 ^{mn}	48 ^{kmn}	3	12 ^m
Fair And Equal Treatment	80	40 ^{mn}	38 ^{mn}	4	12 ^m
Physical Safety And Well-Being	75	13	65 ^{kmn}	9	9
Financial Independence	74	1	86 ^{kmn}	4	8 ^k
Being Highly Respected By Others	72	26 ^{mn}	62 ^{kmn}	4	2
Job Security	66	26 ^{mn}	62 ^{kmn}	3	6
Good Pay	64	4	86 ^{kmn}	5	4
Helping Others	64	51 ^{lmn}	25 ^m	8	15
Good Benefits	61	32 ^{mn}	52 ^{kmn}	3	11 ^m
Potential For Advancement	58	16 ^m	70 ^{kmn}	3	10 ^m
Skill Development	56	23 ⁿ	31 ⁿ	38 ^{kn}	5
Challenging Work	55	30 ^{mn}	51 ^{kmn}	8	8
Maintaining Pride In One's Heritage	52	27 ^{mn}	50 ^{kmn}	4	14 ^m
Making A Difference	45	42 ^{mn}	47 ^{mn}	4	6
Excitement/Adventure	40	82 ^{lmn}	8	2	5
Serving One's Country	39	99 ^{lmn}	1	0	0
Having It Better Than You Did	32	1	92 ^{kmn}	1	2
Located Close To Home	18	1	36 ^k	27 ^k	34 ^k

Average
Importance:
61%

 Military Mentioned Significantly More Often "As Best"
 Military Mentioned As Often "As Best"
 Military Mentioned Significantly Less Often "As Best"

Note: Attributes are ranked in order of Importance by Coaches
 % Best numbers may not sum to 100% due to Don't Knows.

Don't Knows do not exceed 7% among Coaches.






Delivers Best on Attributes - Military vs. Others

(By Clergy)

Close
Hold

	Importance	Military	4-Year	2-Year	Civilian
Base: Total	(156)	(156)	(300)	(300)	(300)
		%	%	%	%
		(p)	(q)	(r)	(s)
Able To Have A Satisfying Personal Life	84	5	66 ^{prs}	10	15 ^p
Physical Safety And Well-Being	79	33 ^{rs}	42 ^{rs}	10	10
Being Proud Of What One Does	75	38 ^{rs}	42 ^{rs}	6	11
Helping Others	74	30 ^r	36 ^{rs}	9	21 ^r
Fair And Equal Treatment	74	30 ^{rs}	42 ^{rs}	8	13
Making A Difference	72	30 ^{rs}	54 ^{prs}	5	8
Skill Development	67	11	30 ^{ps}	51 ^{pqs}	6
Physical Safety And Well-Being	63	10	58 ^{prs}	13	18 ^p
Being Highly Respected By Others	62	33 ^{rs}	56 ^{prs}	2	7 ^r
Financial Independence	61	3	71 ^{prs}	13 ^p	12 ^p
Challenging Work	59	28 ^s	38 ^{rs}	20	12
Job Security	58	29 ^s	43 ^{prs}	20 ^s	7
Good Benefits	56	30 ^{rs}	52 ^{prs}	3	15 ^r
Potential For Advancement	53	14 ^r	70 ^{prs}	6	10
Good Pay	49	3	70 ^{prs}	9 ^p	18 ^{pr}
Maintaining Pride In One's Heritage	45	39 ^{rs}	34 ^{rs}	9	8
Serving One's Country	39	87 ^{qrs}	6 ^s	3	1
Excitement/Adventure	38	68 ^{qrs}	21 ^{rs}	5	4
Having It Better Than You Did	30	5	76 ^{prs}	6	10
Located Close To Home	18	1	21 ^p	34 ^{pq}	42 ^{pq}

Average
Importance:
58%

 Military Mentioned Significantly More Often "As Best"
 Military Mentioned As Often "As Best"
 Military Mentioned Significantly Less Often "As Best"

Note: Attributes are ranked in order of Importance by Clergy
 % Best numbers may not sum to 100% due to Don't Knows.

Don't Knows do not exceed 9% among Clergy.



Support of Military Career, By Type of Student/Young Adult (By Total)

Close
Hold

Q.11 For each of the following types of students/young adults, please tell me whether or not you would support their decision to join the military if they chose to do so.

% Rating “Strongly” or “Somewhat Support Their Decision”

	Weighted Total			
	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Total	(300)	(156)	(96)	(138)
	%	%	%	%
	(a)	(b)	(c)	(d)
Those Who Have Difficulty Obtaining Funding For College	89	84	96 ^{abd}	83
Those Who Need More Discipline	84	85	91 ^a	91 ^a
Those Who Have Done Well In School	79 ^b	71	79	73
Those Who Have Not Excelled In School	77	80	88 ^{abd}	77
Those With Academic Problems	73	75	81	76
Those Who Are At The Top Of Their Class In School	70 ^b	59	73 ^b	71 ^b
Those With Behavioral Problems	59	63	68 ^a	75 ^{ab}
Those With Social Problems	55	48	68 ^{ab}	61 ^b

Note: Attributes are ranked by Total Guidance Counselors
Letters indicate a significant difference at the 90% confidence level.



Support of Military Career, By Type of Student/Young Adult (By Ethnic Group)

Close
Hold

Q.11 For each of the following types of students/young adults, please tell me whether or not you would support their decision to join the military if they chose to do so.

% Rating “Strongly” or “Somewhat Support Their Decision”

	White				African-American				Hispanic			
	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Total	(105)	(59)	(33)	(46)	(101)	(63)	(30)	(47)	(94)	(34)	(33)	(45)
	%	%	%	%	%	%	%	%	%	%	%	%
	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Those Who Have Difficulty Obtaining Funding For College	90 ^m	83	97 ^{fh}	83	95 ^{jlm}	86	97 ^l	83	80	85	91	87
Those Who Need More Discipline	86 ^m	86	91	91	85 ^m	84	90	89	73	79	94 ^{mn}	91 ^m
Those Who Have Done Well In School	82 ^m	73	82	78 ^{lp}	83 ^{jlm}	67	73	57	60	65	70	60
Those Who Have Not Excelled In School	78	83 ⁿ	88	80	83 ^{lm}	76	83	66	69	68	94 ^{mn}	67
Those With Academic Problems	74	76	82	78	75	73	83	68	66	71	76	73
Those Who Are At The Top Of Their Class In School	72 ^m	61	79 ^{fo}	76 ^{lp}	73 ^{jlm}	52	60	55	53	53	58	58
Those With Behavioral Problems	60	64	64	76 ^e	58	65	87 ^{ijg}	75 ⁱ	54	56	76 ^{mn}	71 ^m
Those With Social Problems	55	46	67 ^f	63 ^f	58 ^j	44	80 ^{ijl}	53	48	62	67 ^m	58

Note: Attributes are ranked by Total Guidance Counselors
Letters indicate a significant difference at the 90% confidence level.

Motivators/Barriers



Main Reasons For Joining Military (By Total)

Close
Hold

Q.14 What in your opinion are the main reasons for joining and serving in the military? Any others?

	Weighted Total			
	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Total	(300)	(156)	(96)	(138)
	%	%	%	%
	(a)	(b)	(c)	(d)
Benefits (Net)	69 ^{bd}	60	76 ^{bd}	58
Financial (Sub-Net)	43 ^{bd}	34 ^d	50 ^{bd}	19
Offers Financial Help With School/College	28 ^d	27 ^d	41 ^{abd}	14
Provides Income/Money/Financial Support	15 ^{bd}	7	9	5
Self-Improvement (Sub-Net)	38	37	43	43
All Mentions Of Structure/Development/Maturity	16	16	11	15
All Mentions Of Discipline	15	23 ^a	27 ^a	29 ^a
All Mentions Of Honor/Respect/Self Respect	6	9	7	8
Get Away From Current Lifestyle/Atmosphere	5 ^{bd}	1	1	1
General Benefits (Sub-Net)	9 ^{cd}	7	3	3
Security/Stability (N.S.)	3	5 ^c	1	2
Opportunities (Net)	63 ^d	61	54	53
Career (Sub-Net)	40 ^d	36	36	32
Employment/Career/Job Training/Job Security	39	34	36	32
Education (Sub-Net)	22 ^c	17 ^c	9	17 ^c
Education/College Opportunities	22 ^c	17 ^c	9	17 ^c
General Opportunities (Sub-Net)	21	27	22	22
Offers Travel/Adventure	17	17	19	16
Opportunities (N.S.)	2	4	1	6 ^{ac}
Offers Options/Choice/Undecided About Life	2	5 ^{ad}	3	0
Dedication (Net)	56	52	53	63 ^b
Serve/Support/Protect America/Country/Heritage	42	44	45	56 ^{abc}
Sense Of Responsibility/Pride	11	11	13	11
Tradition/Family Tradition	6	5	8	4
Protect Our Freedom	3 ^b	-	2 ^b	8 ^{abc}



Main Reasons For Joining Military

(By Ethnic Group)

Close
Hold

Q.14 What in your opinion are the main reasons for joining and serving in the military? Any others?

Base: Total	White				African-American				Hispanic			
	Guid.	Teacher	Coach	Clergy	Guid.	Teacher	Coach	Clergy	Guid.	Teacher	Coach	Clergy
	Cnslr.				Cnslr.				Cnslr.			
	(105)				(101)				(94)			
	%	%	%	%	%	%	%	%	%	%	%	%
	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Benefits (Net)	70^h	61	76^h	54	67^j	54	73^j	66	65	59	82^{mn}	67
Financial (Sub-Net)	44^h	36^h	55^{fh}	17	46^{jl}	25	40	26	36	35	36	22
Offers Financial Help With School/College	29 ^h	29	49 ^{efhko}	15	28 ^l	19	23 ^l	9	23	27	18	16
Provides Income/Money/Financial Support	15 ^h	7	6	2	19 ^j	6	17	19 ^{jhp}	13	9	18	7
Self-Improvement (Sub-Net)	37	39	39	41	37	40	40	43	42	27	61^{mng}	49ⁿ
All Mentions Of Discipline	13	22	27 ^e	30 ^e	23 ^e	24	20	23	14	24	30 ^m	29 ^m
All Mentions Of Structure/Development/Maturity	16	19 ⁿ	9	15	18	13	27 ^{go}	15	13	3	6	16 ⁿ
Get Away From Current Lifestyle/Atmosphere	4	-	-	-	1	2	3	4	15 ^{npei}	3	6	-
All Mentions Of Honor/Respect/Self Respect	7	9	6	7	4	13 ⁱ	3	11	5	9	15 ^m	13
Leadership	4 ⁱ	2	-	-	-	-	-	4 ⁱ	2	-	-	-
Teamwork	1	-	-	-	2	2	-	-	-	-	12 ^{mnpkg}	2
General Benefits (Sub-Net)	8^h	9^{gh}	-	-	10	3	10^g	19^{jhp}	14^p	6	9^g	4
Security/Stability (N.S.)	2	7 ^{hj}	-	-	4	-	-	13 ^{ijkhp}	4	-	3	2



Main Reasons For Joining Military

(By Ethnic Group) *(continued)*

Close
Hold

Q.14 What in your opinion are the main reasons for joining and serving in the military? Any others?

	White				African-American				Hispanic			
	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Total	(105)	(59)	(33)	(46)	(101)	(63)	(30)	(47)	(94)	(34)	(33)	(45)
	%	%	%	%	%	%	%	%	%	%	%	%
	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Opportunities (Net)	65	61	55	54	56	67ⁱ	53	45	59	56	52	53
Career (Sub-Net)	43	37	36	33	36	38	37	26	32	27	36	33
Employment/Career/Job Training/Job Security	42	36	36	33	33	37	37	26	32	27	36	31
Education (Sub-Net)	26^{gi}	17	6	17	8	22^{ik}	7	17	19ⁱ	15	27^{gk}	18
Education/College Opportunities	26 ^{gi}	17	6	17	8	21 ^{ik}	7	17	19 ⁱ	15	27 ^{gk}	18
General Opportunities (Sub-Net)	20	27	24	24	28ⁱ	27	20	15	22	27	15	16
Offers Travel/Adventure	16	19	21	17	22	14	13	13	15	12	12	9
Offers Options/Choice/ Undecided About Life	1	3	3	-	5 ^e	8 ⁱ	3	-	6 ^e	12 ^{op}	-	2
Opportunities (N.S.)	3	3	-	7	1	6 ⁱ	3	2	1	3	3	4
Dedication (Net)	59^m	53	58	70^{fl}	52ⁱ	44	40	36	46	53	42	53
Serve/Support/Protect America/ Country/Heritage	44	46	49	63 ^{eflp}	43	37	33	32	35	44	36	42
Sense Of Responsibility/Pride	12	12	15	11	9	6	7	4	7	9	6	18 ^{ml}
Tradition/Family Tradition	5	5	9	4	4	3	7 ⁱ	-	11 ⁱ	3	3	4
Protect Our Freedom	4 ^m	-	3	11 ^{efl}	1	-	-	-	-	-	-	2
Nothing	2	2	-	2	1	-	7^{ijl}	-	2	-	-	4



Perceptions About Joining Military

(By Total)

Close
Hold

Q.14A I am going to give you a number of reasons a person might consider in deciding to join the military. For each reason I give, please tell me whether you Agree Strongly, Agree Somewhat, Disagree Somewhat, or Disagree Strongly that it is a good reason to join the military.

	Weighted Total			
	Guid. Cnslr. (300)	Teacher (156)	Coach (96)	Clergy (138)
Base: Total				
Defend And Serve Your Country	1	1	1	1
Become More Disciplined	2	3	3	2
Get Help Paying For A College Education	3	2	2	5
Become More Mature And Responsible	4	4	8	6
Gain Leadership Experience	5	9	4	3
Develop Character And Self-Confidence	6	7	5	7
Get Benefits, Such As Health Care, Retirement And Vacation	7	6	9	21
Learn To Face Challenges And Overcome Adversity	8	5	7	4
Get High Tech Training And Computer Skills	9	14	12	9
Learn Skills That Will Help You Get A Good Job When You Get Out	10	11	16	12
Open Doors To Opportunity In The Future	11	15	20	16
Make Yourself Mentally Tougher And Stronger	12	8	6	8
Be Part Of Something Big And Important	13	21	19	11
Job Security	14	10	14	18
Travel And See The World	15	12	11	17
Develop Friendships And Camaraderie	16	17	15	20
Have Exciting Experiences And Adventures	17	19	10	19
Learn Things You Cannot Learn Anywhere Else	18	18	18	14
Fair Treatment And Good Opportunities For Minorities	19	13	17	13
Develop Your Potential To The Fullest	20	22	22	15
Make A Difference	21	16	13	10
Get Respect From Others	22	20	21	22
Fair Treatment And Good Opportunities For Women	23	23	23	23



Perceptions About Joining Military

(By Total)

Close
Hold

Q.14A I am going to give you a number of reasons a person might consider in deciding to join the military. For each reason I give, please tell me whether you Agree Strongly, Agree Somewhat, Disagree Somewhat, or Disagree Strongly that it is a good reason to join the military.

% Rating "Agree Strongly"

Base: Total

	Weighted Total			
	Guid. Cnslr.	Teacher	Coach	Clergy
	(300)	(156)	(96)	(138)
	%	%	%	%
	(a)	(b)	(c)	(d)
Defend And Serve Your Country	84	81	86	83
Become More Disciplined	75	72	78	72
Get Help Paying For A College Education	73 ^d	74 ^d	84 ^{abd}	63
Become More Mature And Responsible	67	68	65	61
Gain Leadership Experience	66 ^b	56	76 ^{ab}	66 ^b
Develop Character And Self-Confidence	66 ^d	59	73 ^{bd}	57
Get Benefits, Such As Health Care, Retirement And Vacation	64 ^d	59 ^d	63 ^d	36
Learn To Face Challenges And Overcome Adversity	59	59	66	64
Get High Tech Training And Computer Skills	58	50	58	51
Learn Skills That Will Help You Get A Good Job When You Get Out	57 ^d	53	53	47
Open Doors To Opportunity In The Future	56 ^d	50	51	44
Make Yourself Mentally Tougher And Stronger	55	57	68 ^{abd}	52
Be Part Of Something Big And Important	53 ^b	43	51	49
Job Security	52 ^d	55 ^d	55 ^d	43
Travel And See The World	50	52	58 ^d	43
Develop Friendships And Camaraderie	50 ^d	47	53 ^d	39
Have Exciting Experiences And Adventures	49 ^d	45	59 ^{bd}	40
Learn Things You Cannot Learn Anywhere Else	48	47	51	45
Fair Treatment And Good Opportunities For Minorities	48	51	52	46
Develop Your Potential To The Fullest	47 ^b	36	45	44
Make A Difference	46	50	56	50
Get Respect From Others	37	43 ^d	50 ^{ad}	32
Fair Treatment And Good Opportunities For Women	34	27	30	30

Note: Attributes are ranked by Total Guidance Counselors
Letters indicate a significant difference at the 90% confidence level.



Perceptions About Joining Military

(By Ethnic Group)

Close
Hold

Q.14A I am going to give you a number of reasons a person might consider in deciding to join the military. For each reason I give, please tell me whether you Agree Strongly, Agree Somewhat, Disagree Somewhat, or Disagree Strongly that it is a good reason to join the military.

% Rating "Agree Strongly"												
Base: Total	White				African-American				Hispanic			
	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy
	(105)	(59)	(33)	(46)	(101)	(63)	(30)	(47)	(94)	(34)	(33)	(45)
	%	%	%	%	%	%	%	%	%	%	%	%
	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Defend And Serve Your Country	85	83	88	87 ⁱ	84 ⁱ	75	83	66	82	77	79	78
Become More Disciplined	76	73	76	74 ⁱ	71 ⁱ	71	80 ⁱ	57	70	71	88 ^{mn}	78 ⁱ
Get Help Paying For A College Education	73	75	85 ^h	61	75	76	77	70	70	68	85 ^p	64
Become More Mature And Responsible	69 ⁱ	68	61	61	56	62	80 ^{ijl}	55	66	74	76	67
Gain Leadership Experience	65	53	79 ^f	67	71 ⁱ	65	73	57	69	68	67	69
Develop Character And Self-Confidence	65	61	76 ^h	57	70 ^j	52	67	62	67	56	64	58
Get Benefits, Such As Health Care, Retirement And Vacation	66 ^h	58 ^h	58 ^h	28	60	62	83 ^{ijlg}	62 ^h	62	65	70 ^p	49 ^h
Learn To Face Challenges And Overcome Adversity	59	61	67	63	55	57	60	66	63	53	67	67
Get High Tech Training And Computer Skills	58	51	58	50	57	57	50	55	56	41	67 ⁿ	53
Learn Skills That Will Help You Get A Good Job When You Get Out	57	53	49	46	59 ⁱ	60	63	45	54	47	67	56
Open Doors To Opportunity In The Future	55	53	49	44	59	54 ⁿ	47	49	56 ⁿ	35	64 ^{np}	44
Make Yourself Mentally Tougher And Stronger	56 ⁱ	61	67	50	45	49	67 ⁱ	51	60 ⁱ	47	76 ^{mn}	60

Note: Attributes are ranked by Total Guidance Counselors
Letters indicate a significant difference at the 90% confidence level.



Perceptions About Joining Military

(By Ethnic Group) *(continued)*

Close
Hold

Q.14A I am going to give you a number of reasons a person might consider in deciding to join the military. For each reason I give, please tell me whether you Agree Strongly, Agree Somewhat, Disagree Somewhat, or Disagree Strongly that it is a good reason to join the military.

% Rating "Agree Strongly"

	White				African-American				Hispanic			
	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Black Teacher	Black Coach	Black Clergy	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Total	(105)	(59)	(33)	(46)	(101)	(63)	(30)	(47)	(94)	(34)	(33)	(45)
	%	%	%	%	%	%	%	%	%	%	%	%
	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Be Part Of Something Big And Important	52	42	49	48	55	43	63 ^{jl}	40	52	47	55	60 ⁱ
Job Security	51	58 ^h	52	39	56	52	63	62 ^h	53	44	64 ^p	44
Travel And See The World	48	51	58	39	58	54	50	66 ^{hp}	54	59	67 ^p	44
Develop Friendships And Camaraderie	51 ^h	48	49	35	44	51	57	51	51	44	73 ^{mnpq}	51
Have Exciting Experiences And Adventures	49	46	61 ^h	37	56 ^j	41	50	43	47	44	58	49
Learn Things You Cannot Learn Anywhere Else	50	51	55 ^k	46	44	41	33	49	46	35	52	36
Fair Treatment And Good Opportunities For Minorities	49	53	52	48	46	40	50	36	47	50	58	44
Develop Your Potential To The Fullest	50 ^f	36	42	44	41	44	53	45	40	32	52	49
Make A Difference	45	53	55	48	54	49	57	47	47	38	61 ⁿ	64 ^{mn}
Get Respect From Others	36	46	49	30	39	40	47	34	40	35	61 ^{mnp}	40
Fair Treatment And Good Opportunities For Women	33	25	24	30	28	21	37	21	40 ⁱ	38 ^j	55 ^g	38 ^l

Note: Attributes are ranked by Total Guidance Counselors
Letters indicate a significant difference at the 90% confidence level.



Main Reasons For NOT Joining Military (By Total)

Close
Hold

Q.15 What in your opinion are the main reasons for not joining and serving in the military? Any others?

Base: Total	Weighted Total			
	Guid.	Teacher	Coach	Clergy
	Cnslr.			
	(300)	(156)	(96)	(138)
	%	%	%	%
	(a)	(b)	(c)	(d)
<u>Safety (Net)</u>	<u>41</u> ^d	<u>41</u>	<u>39</u>	<u>33</u>
Concerns Of Danger/Death/Being Killed	19	17	26	18
Fear Of War/Combat	17 ^{cd}	18 ^{cd}	9	8
Security/Safety (N.S.)	6	5	6	4
<u>Commitment (Net)</u>	<u>33</u> ^d	<u>27</u> ^d	<u>32</u> ^d	<u>18</u>
<u>Family (Sub-Net)</u>	<u>14</u>	<u>14</u>	<u>8</u>	<u>8</u>
Family Not Supportive	5 ^{bcd}	0	-	-
Separation Of Family/Friends	5	6	3	6
Family Obligations/Responsibility	3	8 ^{ad}	4	2
<u>General Commitment (Sub-Net)</u>	<u>23</u> ^d	<u>16</u>	<u>25</u> ^d	<u>10</u>
Required Commitment/Length Of Commitment	13 ^{bd}	6	18 ^{bd}	4
Loss Of Personal Freedom/Time/Normal Lifestyle	5	6	4	4
<u>Lack Of Aptitude/Requirements (Net)</u>	<u>31</u>	<u>34</u>	<u>25</u>	<u>31</u>
<u>Medical/Mental (Sub-Net)</u>	<u>6</u>	<u>5</u>	<u>7</u>	<u>14</u> ^{ab}
(Specific) Mental/Emotional/Behavioral Status	5	3	4	7
(Specific) Medical/Health Reasons/Disability	3	3	3	7 ^{ab}
<u>General Lack Of Aptitude/Requirements (Sub-Net)</u>	<u>26</u> ^d	<u>31</u> ^{cd}	<u>20</u>	<u>18</u>
Difficulty Relating To Authority/Discipline	16 ^d	21 ^d	13	9
All Mentions Of Tough/Physical Demands/Basic Training	5	5	3	3



Main Reasons For NOT Joining Military

(By Total) *(continued)*

Close
Hold

Q.15 What in your opinion are the main reasons for not joining and serving in the military? Any others?

	Weighted Total			
	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Total	(300)	(156)	(96)	(138)
	%	%	%	%
	(a)	(b)	(c)	(d)
<u>Opportunities (Net)</u>	18	26^{ad}	30^{ad}	13
<u>Education (Sub-Net)</u>	10^d	13^d	13^d	4
Prefer College/Have College Scholarship	10 ^d	13 ^d	13 ^d	4
<u>Career (Sub-Net)</u>	9	12^d	20^{abd}	5
To Pursue Other Goals/Commitment/Career	7	11 ^d	20 ^{abd}	3
<u>Personal Values/Beliefs (Net)</u>	15	13	10	17
Not Support Military/Unpatriotic	5	3	4	7
Religion/Moral Beliefs	5	5	3	8
<u>Relocation (Net)</u>	11	10	11	9
Traveling/To Leave Home	8	5	8	9
Transfers/Relocation/Overseas Development	3 ^d	6 ^{ad}	4 ^d	-
<u>Financial (Net)</u>	3	10^{acd}	4	4
(Low) Pay	2	8 ^a	3	4
<u>Miscellaneous</u>				
No Interest/Desire	5 ^c	3	0	2
None	3	2	5	2
Don't Know	3	2	4	16^{abc}



Main Reasons For NOT Joining Military

(By Ethnic Group)

Close
Hold

Q.15 What in your opinion are the main reasons for not joining and serving in the military? Any others?

Base: Total	White				African-American				Hispanic			
	Guid.	Teacher	Coach	Clergy	Guid.	Teacher	Coach	Clergy	Guid.	Teacher	Coach	Clergy
	Cnslr.				Cnslr.				Cnslr.			
	(105)				(101)				(94)			
	%	%	%	%	%	%	%	%	%	%	%	%
	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Safety (Net)	43ⁱ	41	39	35	31	49^{il}	37	23	44ⁱ	38	36	31
Concerns Of Danger/Death/ Being Killed	20	17	27	20	14	22	20	13	19	15	24	13
Fear Of War/Combat	18 ^h	19 ^h	9	7	13	21 ^k	7	11	17	12	9	11
Security/Safety (N.S.)	6	3	6	4	5	8 ^l	10 ^{lo}	-	9 ^o	9 ^o	-	2
All Mentions Of Injury/ Personal Injury	2	2	3	4	1	-	-	-	-	3 ^m	3 ^m	-
Commitment (Net)	33^h	25	33	17	30	35^l	30	19	33	29	27	22
Family (Sub-Net)	13	14	9	9	17^{kl}	18^{kl}	3	4	12	12	6	9
Separation Of Family/Friends	4	5	3	7	8	11 ^k	-	4	7	3	6	2
Family Not Supportive	6 ^{fm}	-	-	-	5 ^j	-	-	-	1	3	-	-
Family Obligations/ Responsibility	4	9	6	2	1	6 ^{il}	-	-	2	9 ^{mo}	-	4
General Commitment (Sub-Net)	23^h	15	24^h	9	17	21	27	15	26	18	24	13
Required Commitment/Length Of Commitment	14 ^{fh}	5	18 ^{fh}	4	8 ^l	8 ^l	20 ^{ijl}	-	11	6	15	4
Loss Of Personal Freedom/ Time/Normal Lifestyle	5	7	3	4	3	5	7	2	10 ⁱ	6	6	2
(Military) Not Deliver On Their Promises	2	2	-	-	4	5	-	2	5	3	6	4
All Mentions Of Trying To Avoid Other Issues/Problems	2	-	3	-	2	2	-	9 ^{ijhp}	1	3	-	-



Main Reasons For NOT Joining Military

(By Ethnic Group) *(continued)*

Close
Hold

Q.15 What in your opinion are the main reasons for not joining and serving in the military? Any others?

Base: Total	White				African-American				Hispanic			
	Guid.	Teacher	Coach	Clergy	Guid.	Teacher	Coach	Clergy	Guid.	Teacher	Coach	Clergy
	Cnslr.				Cnslr.				Cnslr.			
	(105)				(101)				(94)			
	%	%	%	%	%	%	%	%	%	%	%	%
	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Lack Of Aptitude/ Requirements (Net)	32	32	24	33	29	29	17	21	29	44	33	33
Medical/Mental (Sub-Net)	6	5	9^o	15^{ef}	9	3	3	6	5	6	-	11^o
(Specific) Medical/Health Reasons/Disability	1	3	3	7 ^e	9 ^{je}	-	3	6 ^j	4	3	-	11 ^o
(Specific) Mental/Emotional/ Behavioral Status	6	3	6	9 ^p	2	3	-	2	2	3	-	-
General Lack Of Aptitude/ Requirements (Sub-Net)	28	31	18	17	20	25	17	15	25	41^m	33	24
Difficulty Relating To Authority/Discipline	15	22 ^j	12	11	11	8	10	4	21 ^{pi}	27 ^{pj}	21 ^p	7
All Mentions Of Tough/ Physical Demands/Basic Training	7 ^m	5	3	2	3	5	-	2	1	6	6	4
Too Rigid/Structured	5	3	-	2	1	2	3	-	1	-	3	4
Discrimination/Unfair/Unequal Treatment	2	3	-	-	4 ^m	10 ⁿ	7	4	-	-	-	2
Not A Team Player/Work With Others/Groups	4 ⁱ	2	3	-	-	3 ⁱ	-	-	1	9 ^m	3	7 ^{mhl}
Opportunities (Net)	17	29^{ehj}	33^{eh}	13	21ⁱ	13	23ⁱ	9	19	21	18	16
Education (Sub-Net)	10	14	12	4	14ⁱ	10	13ⁱ	2	11	12	15	7
Prefer College/Have College Scholarship	10	14	12	4	14 ⁱ	10	13 ⁱ	2	11	12	15	7
Career (Sub-Net)	10	14	24^{eho}	4	6	6	13	4	7	9	3	9
To Pursue Other Goals/ Commitment/Career	8	12 ^h	24 ^{eho}	2	5	6	13	4	6	9	3	7



Main Reasons For NOT Joining Military

(By Ethnic Group) *(continued)*

Close
Hold

Q.15 What in your opinion are the main reasons for not joining and serving in the military? Any others?

	White				African-American				Hispanic			
	Guid.	Teacher	Coach	Clergy	Guid.	Teacher	Coach	Clergy	Guid.	Teacher	Coach	Clergy
	Cnslr.				Cnslr.				Cnslr.			
	(105)				(101)				(94)			
Base: Total	%	%	%	%	%	%	%	%	%	%	%	%
	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Personal Values/Beliefs (Net)	15	14	9	17	17	14	17	15	13	12	6	18
Not Support Military/Unpatriotic	5	3	3	7	7	3	3	6	6	3	6	11
Religion/Moral Beliefs	5	5	3	9	6	3	3	4	4	3	-	4
Against Violence/Not Want To Hurt/Kill Others	5	3	3	-	1	5	3	4	2	3	-	2
Relocation (Net)	11	12ⁿ	12	11^l	8	14^{ln}	13^l	2	13ⁿ	-	6	7
Traveling/To Leave Home	9	5	9	11 ^l	5	8 ⁿ	3	2	7	-	6	7
Transfers/Relocation/Overseas Development	2	7 ^h	3	-	3	6 ^l	10 ^{lo}	-	5	-	-	-
Financial (Net)	2	12^e	3	4	6	5	10	2	3	6	3	7
(Low) Pay	2	10 ^e	3	4	5	3	3	2	2	3	3	4
Can Afford College Independently/Not Need (Military) Educational Benefits	-	-	-	-	-	2	7 ^{il}	-	-	-	-	-
Miscellaneous												
No Interest/Desire	5	3	-	-	5	6	3	11 ^h	3	-	-	2
None	2	2	6^h	-	4	-	-	9^{jh}	4	3	6	7^h
Don't Know	2	2	3	17^{efg}	7^e	5	7	9	3	-	9ⁿ	13^{mn}



Perceptions About NOT Joining Military

(By Total)

Close
Hold

Q.15A For each reason I give, please tell me whether you Agree Strongly, Agree Somewhat, Disagree Somewhat, or Disagree Strongly that it is a good reason not to join the military.

	Weighted Total				
	Guid. Cnslr. (300)	Teacher (156)	Coach (96)	Clergy (138)	
Base: Total	<div>Unaidedly, about 40% mention aspects of Safety</div>				
Possibility Of Being Wounded Or Killed In Combat	84%	1	1	2	1
Being Away From Home And Family		2	2	1	3
Likelihood Of Overseas Deployment		3	8	5	6
The Long Time Commitment Required		4	10	6	9
Religious Or Moral Beliefs		5	6	11	4
Loss Of A Normal Lifestyle		6	7	3	7
Tough Physical Demands		7	12	10	8
Rigid, Inflexible Lifestyle		8	3	9	11
Loss Of Personal Freedom		9	5	7	10
Career Or Personal Plans Would Be Put On Hold		10	4	4	2
Pay Not As Good As For A Civilian Job		11	11	8	5
Toughness Of Basic Training		12	13	14	12
No Control Over Type Of Job Assigned		13	9	13	13
Too Strict		14	14	12	14
Discrimination Against Women		15	16	16	15
The Military Will Not Deliver On Their Promises		16	15	19	16
Racial Discrimination		17	19	21	20
Does Not Contribute To Long Term Success		18	20	18	19
No Prestige, Low Status		19	17	17	18
The Military Has Lowered Their Standards		20	18	15	17
No One To Watch Your Back		21	21	20	21



Perceptions About NOT Joining Military

(By Total)

Close
Hold

Q.15A For each reason I give, please tell me whether you Agree Strongly, Agree Somewhat, Disagree Somewhat, or Disagree Strongly that it is a good reason not to join the military.

% Rating "Agree Strongly" or "Agree Somewhat"

Base: Total

	Weighted Total			
	Guid. Cnslr.	Teacher	Coach	Clergy
	(300)	(156)	(96)	(138)
	%	%	%	%
	(a)	(b)	(c)	(d)
Possibility Of Being Wounded Or Killed In Combat	84 ^{cd}	88 ^{cd}	73	75
Being Away From Home And Family	71 ^d	71 ^d	80 ^{ad}	62
Likelihood Of Overseas Deployment	67 ^d	63	67 ^d	56
The Long Time Commitment Required	63 ^d	59 ^d	57	49
Religious Or Moral Beliefs	62 ^c	67 ^c	50	60
Loss Of A Normal Lifestyle	62 ^d	64 ^d	73 ^{ad}	53
Tough Physical Demands	61 ^{bd}	50	52	51
Rigid, Inflexible Lifestyle	61 ^d	71 ^{acd}	54	45
Loss Of Personal Freedom	60 ^d	68 ^{cd}	56	48
Career Or Personal Plans Would Be Put On Hold	56	68 ^a	67 ^a	63
Pay Not As Good As For A Civilian Job	53	57	55	57
Toughness Of Basic Training	52 ^{cd}	49 ^d	40	39
No Control Over Type Of Job Assigned	47	61 ^{acd}	47	39
Too Strict	46 ^d	43	48 ^d	36
Discrimination Against Women	40 ^{bcd}	28	27	28
The Military Will Not Deliver On Their Promises	34 ^c	29 ^c	14	26 ^c
Racial Discrimination	29 ^{bcd}	20 ^c	8	16 ^c
Does Not Contribute To Long Term Success	21 ^b	14	17	16
No Prestige, Low Status	20	23	27 ^d	17
The Military Has Lowered Their Standards	17	21	28 ^a	22
No One To Watch Your Back	14	10	13	15

Note: Attributes are ranked by Total Guidance Counselors
Letters indicate a significant difference at the 90% confidence level.



Perceptions About NOT Joining Military

(By Ethnic Group)

Close
Hold

Q.15A For each reason I give, please tell me whether you Agree Strongly, Agree Somewhat, Disagree Somewhat, or Disagree Strongly that it is a good reason not to join the military.

	White				African-American				Hispanic			
	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Total	(105)	(59)	(33)	(46)	(101)	(63)	(30)	(47)	(94)	(34)	(33)	(45)
	%	%	%	%	%	%	%	%	%	%	%	%
	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
Possibility Of Being Wounded Or Killed In Combat	85	88 ^g	73	76	80	87 ⁱ	80	72	84 ^{op}	85 ^p	70	69
Being Away From Home And Family	70	71	82 ^h	61	74	70	80 ⁱ	62	73	74	70	64
Likelihood Of Overseas Deployment	68	61	67	59	62 ⁱ	64 ⁱ	83 ^{ijlo}	47	70 ^{op}	74 ^{op}	52	49
The Long Time Commitment Required	63	59	58	50	59 ⁱ	60	57	45	64 ^p	53	55	47
Religious Or Moral Beliefs	64	71 ^{gn}	49	63	58	60	60	57	55	50	52	49
Loss Of A Normal Lifestyle	62	66	76 ^h	54	61 ⁱ	67 ⁱ	70 ⁱ	40	61	50	61	58
Tough Physical Demands	61	51	52	52	57	54	50	51	66 ^{np}	41	55	44
Rigid, Inflexible Lifestyle	62 ^h	75 ^{gh}	52	44	59	62	60	53	59	59	64 ^p	44
Loss Of Personal Freedom	61	71 ^{hn}	58	50	61	65	57	51	55 ^p	53	49	38
Career Or Personal Plans Would Be Put On Hold	57	70	67	63	54	62	80 ^{ijlo}	55	55	68	58	69
Pay Not As Good As For A Civilian Job	55 ⁱ	56	58	59	44	59 ⁱ	43	53	52	59	52	51
Toughness Of Basic Training	54 ^{ghi}	51	36	39	43	43	47	38	49	47	49	40
No Control Over Type Of Job Assigned	45	64 ^{eghj}	42	37	59 ^{je}	44	67 ^{ig}	55 ^{hp}	48	56 ^p	52	33
Too Strict	46	42	49	35	45	41	53	36	46	44	42	40
Discrimination Against Women	39 ^{fgh}	25	21	22	44	40 ^f	50 ^g	45 ^h	40	32	36	42 ^h
The Military Will Not Deliver On Their Promises	35 ^g	27 ^g	6	22 ^g	30	33	40 ^g	43 ^h	29	32	27 ^g	33
Racial Discrimination	30 ^{fgh}	17 ^g	3	9	30	35 ^f	23 ^g	38 ^h	25	24	18 ^g	29 ^h
Does Not Contribute To Long Term Success	22	12	15	15	19	22	23	17	20	18	21	20
No Prestige, Low Status	21	22	27	13	16	18	33 ^{ij}	30 ^{ih}	20	32 ^j	18	24
The Military Has Lowered Their Standards	16	20	30 ^e	20	21	21	30	38 ^{ijhp}	16	27	15	18
No One To Watch Your Back	14	9	12	13	11	14	20	23 ⁱ	15	15	12	16

% Rating
"Agree
Strongly" or
"Agree
Somewhat"

Note: Attributes are ranked by Total Guidance Counselors
Letters indicate a significant difference at the 90% confidence level.

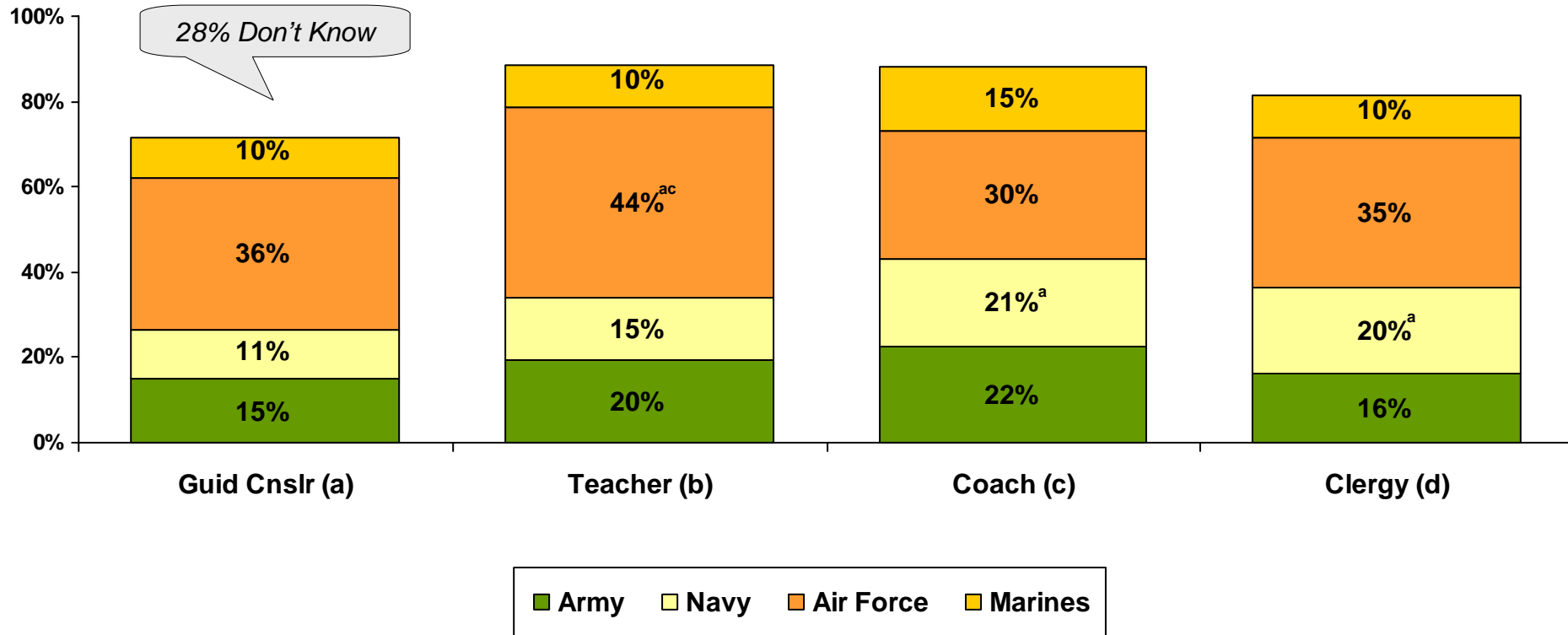
Preferred Service Branch/Image



Branch of Military Would Prefer Child to Join (By Total)

Close
Hold

Q.16 If any of these students/young adults decided to join the military, which branch of the military would you recommend that they join?



Base: Weighted Total (Guid Cnslr n=300, Teacher n=156, Coach n=96, Clergy n=138)

Letters indicate a significant difference at the 90% confidence level.



Branch of Military Would Prefer Child to Join (By Total)

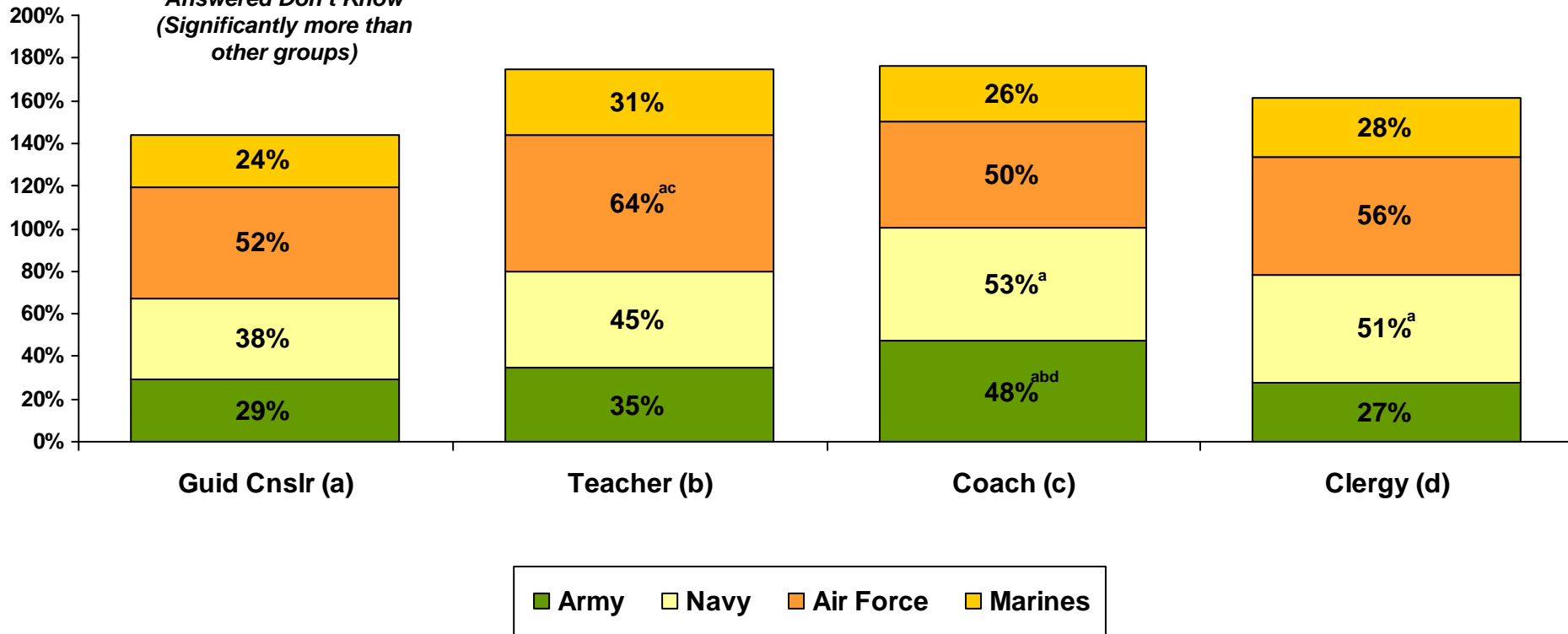
Close
Hold

Q.16A What would be your second choice?

% Selecting Branch as First or Second Choice

Note: Numbers sum over 100% due to responses including first and second choice.

**57% of Guidance Counselors
Answered Don't Know
(Significantly more than
other groups)**



Base: Weighted Total (Guid Cnslr n=300, Teacher n=156, Coach n=96, Clergy n=138)
Letters indicate a significant difference at the 90% confidence level.



Branch of Military Would Prefer Child to Join (By Total)

Close
Hold

Q.16/16A Which branch of the military would you prefer that he/she join? What would be your second choice?

% Selecting Branch as First Choice

	White				African-American				Hispanic			
	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Total	(105) % (e)	(59) % (f)	(33) % (g)	(46) % (h)	(101) % (i)	(63) % (j)	(30) % (k)	(47) % (l)	(94) % (m)	(34) % (n)	(33) % (o)	(45) % (p)
Army	15	22	21	15	17	14	30^j	21	14	12	21	18
Navy	9	15	21 ^e	22 ^e	20 ^e	18	23	11	17 ^e	9	15	20
Air Force	38	42	30	33	31	49 ⁱ	33	49 ⁱ	28	50 ^{mo}	27	36
Marines	9	10	15	9	7	10	7	11	17 ^{ei}	9	21	16
Don't Know	30 ^{fg}	10	12	22 ⁱ	26 ^{jkl}	10	7	9	25 ^p	21	15	11

% Selecting Branch as First or Second Choice

Army	31	34	52^{eh}	26	26	46ⁱ	43ⁱ	32	26	29	33	29
Navy	34	46	52 ^e	48	49 ^e	44	53	57	48 ^e	41	58	60
Air Force	53	63	52	54	55 ^m	71 ^{ik}	53	68	43	65 ^{mo}	39	51
Marines	23	36 ^{ej}	21	26	20	19	37 ^{ij}	26	35 ^{ei}	20	39 ⁿ	38
Don't Know	59 ^{fg}	22	24	46 ^{fglp}	52 ^{jkl}	19	13	17	49 ^{op}	44 ^{pfj}	30	22



Reason Army IS First Choice (By Total)

Close
Hold

Q.17 Why would the Army be your first choice?

	Weighted Total			
	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Total	(46)	(30)	(21)*	(23)*
	%	%	%	%
	(a)	(b)	(c)	(d)
<u>Familiarity (Net)</u>	<u>43</u>	<u>37</u>	<u>49</u>^d	<u>24</u>
Enlisted/Know Someone/Relative (Previously) Enlisted	23	23	33	13
(More) Familiar With	13	14	31 ^{ad}	2
Past/Personal Experience/Choice	9	6	2	13
Family Tradition	5	-	2	-
<u>Opportunities (Net)</u>	<u>27</u>	<u>39</u>	<u>31</u>	<u>75</u>^{abc}
<u>Training (Sub-Net)</u>	<u>12</u>	<u>13</u>	<u>2</u>	<u>31</u>^{ac}
Good/Easier (Basic) Training	6	-	-	19 ^{abc}
Harder/More Comprehensive (Basic/Combat) Training	6	-	-	-
Better/More/ Diverse (Technical) Training Skills	1	-	2	12 ^{ab}
<u>Career (Sub-Net)</u>	<u>1</u>	<u>10</u>^a	<u>2</u>	<u>23</u>^{ac}
More/Better/Diverse (Future)Career/Job Opportunities	-	3	2	21 ^{abc}
<u>Education (Sub-Net)</u>	<u>-</u>	<u>-</u>	<u>12</u>^{ab}	<u>2</u>
Offers (More) Education/Higher Standards Education	-	-	12 ^{ab}	2
<u>General Opportunities (Sub-Net)</u>	<u>18</u>	<u>29</u>	<u>18</u>	<u>33</u>
More/(Future) Opportunities Available	16	29	16	29

* Caution: Small base size (≤ 30).

Letters indicate a significant difference at the 90% confidence level.



Reason Army IS First Choice

(By Total) *(continued)*

Close
Hold

Q.17 Why would the Army be your first choice?

	Weighted Total			
	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Total	(46) % (a)	(30) % (b)	(21)* % (c)	(23)* % (d)
<u>Location (Net)</u>	<u>5</u>	<u>6</u>	<u>-</u>	<u>-</u>
Local Base/Close To Home/Family	5	6	-	-
<u>Safety (Net)</u>	<u>5</u>	<u>-</u>	<u>-</u>	<u>10</u>^b
Safer/Less Dangerous/Less Likely For Combat	5	-	-	10 ^b
<u>Benefits (Net)</u>	<u>5</u>	<u>-</u>	<u>10</u>^b	<u>2</u>
Good/ Better Benefits (N.S.)	5	-	-	-
<u>Reputation (Net)</u>	<u>4</u>	<u>15</u>	<u>31</u>^a	<u>15</u>
Big/Largest Branch	1	13 ^a	4	12 ^a
More Prestige (Respected/Good Reputation)	-	-	12 ^{ab}	-
<u>Self-Improvement (Net)</u>	<u>-</u>	<u>-</u>	<u>10</u>^{ab}	<u>2</u>
Offers Structure/Discipline	-	-	10 ^{ab}	-
<u>Miscellaneous</u>				
Visits From Recruiter	15 ^{bd}	-	2	-
Geared Towards General Public/Students	6	7	4	5
Don't Know	2	15^{ad}	10	-

* Caution: Small base size (≤ 30).

Letters indicate a significant difference at the 90% confidence level.



Reason Army Is NOT First Choice (By Total)

Close
Hold

Q.17A Why would the Army not be your first choice?

	Weighted Total			
	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Army Is Not Respondent's Preferred Military Branch	(254) % (a)	(126) % (b)	(75) % (c)	(115) % (d)
Safety (Net)	26^c	36^{acd}	14	25^c
(More) Dangerous/In Harms Way	8	18 ^{acd}	4	8
(First) On Scene/Front Line	7	6	7	5
(More) Potential For Combat	7 ^c	3	2	5
Likelihood Of Injury/Loss Of Life	5	4	1	6 ^c
(More) Ground Forces/Land Based	4	4	1	7 ^c
Preference (Net)	22^{bc}	13	13	17
(Personal) Preference/Would Not Recommend	12 ^{bcd}	3	3	4
(Lack Of) Knowledge/Familiarity Of (Specific) Branch	6	6	2	5
Not Like Army/Like/Prefer Other (Specific) Branch	4	3	8	6
Reputation (Net)	18^d	16^d	15	8
(Low) Standards/Qualifications/Too Easy To Enlist	8 ^d	5	3	3
Inferior Branch/Prestige/Respect/Appreciation Concerns	7	11 ^d	7	4
Skills/Training (Net)	8	10	14	18^a
(Lower) Skills/Tech Skills Needed For Military Activity/ Civilian Life	6	5	10	10
Opportunities (Net)	8	6	8	4
Position/Career (Sub-Net)	6	6	1	2
(Less) Positions/Jobs/Career/Advancement Opportunities	5 ^c	6 ^c	1	2
Experience (Net)	2	5	11^a	6^a
Personal/Family/Friend Present/Past Military Experience	2	5	11 ^a	6 ^a
Miscellaneous				
Child Interested In Other Branch/Not Like/Want/Choose	5 ^b	2	7 ^b	4
Don't Know/No Reason	18	12	27^{ab}	19



Reason Army Is NOT First Choice (By Ethnic Group)

Close
Hold

Q.17A Why would the Army not be your first choice?

	White				African-American				Hispanic			
	Guid.	Teacher	Coach	Clergy	Guid.	Teacher	Coach	Clergy	Guid.	Teacher	Coach	Clergy
	Cnslr.				Cnslr.				Cnslr.			
	(89) % (e)	(46) % (f)	(26)* % (g)	(39) % (h)	(84) % (i)	(54) % (j)	(21)* % (k)	(37) % (l)	(81) % (m)	(30) % (n)	(26)* % (o)	(37) % (p)
Base: Army Is Not Respondent's Preferred Military Branch												
Safety (Net)	27	41 ^{egj}	12	26	24	19	38 ^{igo}	19	20	30 ^o	8	24 ^o
(More) Potential For Combat	7	2	-	5	8	2	14 ^{igo}	3	5	10 ^j	-	3
(More) Dangerous/In Harms Way	9	24 ^{eghjn}	4	8	5	7	5	3	6	3	4	11
(First) On Scene/Front Line	8	7 ^j	8	5	4	-	14 ^{ijo}	5 ^j	5	10 ^j	-	5
(More) Ground Forces/Land Based	3	4	-	8	4	2	5	5	6	7	-	5
Likelihood Of Injury/Loss Of Life	6	4	-	8	4	6	5	3	1	3	4	3
Higher Infantry	1	4	4	-	4 ^m	-	5	-	-	-	-	3
Preference (Net)	20	11	8	15	21	20	10	14	33 ^{nei}	13	39 ^{ngk}	30 ⁱ
(Personal) Preference/Would Not Recommend	11 ^{fg}	2	-	3	10	4	-	5	15	7	19 ^{gk}	11
(Lack Of) Knowledge/Familiarity Of (Specific)	5	7	-	5	7	11 ⁿ	5	3	12 ^{ne}	-	8	5
Not Like Army/Like/Prefer Other (Specific) Branch	3	2	8	5	2	6	5	5	5	3	12	14
Reputation (Net)	20 ^{hi}	15	15	5	11	13	5	16	14	23	23 ^k	14
(Low) Standards/Qualifications/Too Easy To Enlist	9	4	4	3	7 ^l	9 ^l	-	-	4	3	4	5
Inferior Branch/Prestige/Respect/Appreciation												
Concerns	8	11	8	3	2	4	5	5	6	17 ^{mj}	8	8
(Military) Not Deliver On Promises	1	-	4	-	-	-	-	5 ^{ij}	-	-	-	-

* Caution: Small base size (≤ 30).

Letters indicate a significant difference at the 90% confidence level.



Reason Army Is NOT First Choice

(By Ethnic Group) *(continued)*

Close
Hold

Q.17A Why would the Army not be your first choice?

	White				African-American				Hispanic			
	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Army Is Not Respondent's Preferred Military Branch	(89) % (e)	(46) % (f)	(26)* % (g)	(39) % (h)	(84) % (i)	(54) % (j)	(21)* % (k)	(37) % (l)	(81) % (m)	(30) % (n)	(26)* % (o)	(37) % (p)
Skills/Training (Net)	8	13	15	21^e	11	6	14	11	9	3	8	8
(Lower) Skills/Tech Skills												
Needed For Military Activity/ Civilian Life	6	7	12	13 ^p	7	4	5	5	5	-	4	-
(More) Challenging/Rigorous/ Demanding/Difficult	2	2	4	5	1	2	-	3	1	-	-	-
Not As Challenging/Demanding	-	-	-	-	1	-	5	-	-	3	-	8 ^{mhl}
Opportunities (Net)	8^h	4	8^h	-	12	6	14	16^{jh}	7	13	4	14^h
Position/Career (Sub-Net)	6	4	-	-	8	4	5	5	3	13^m	4	11^{mh}
(Less) Positions/Jobs/Career/ Advancement Opportunities	6 ^m	4	-	-	8 ^m	4	-	5	-	13 ^m	4 ^m	11 ^{mh}
Education (Sub-Net)	-	-	-	-	2	-	10^j	5^j	1	-	-	-
(Less) Educational Opportunities	-	-	-	-	2	-	10 ^j	5 ^j	1	-	-	-
General Opportunities (Sub-Net)	2	-	8^{fh}	-	1	2	5	5	4	-	-	3
Experience (Net)	1	4	12^e	5	6^e	11	5	5	4	3	12	8
Personal/Family/Friend Present/Past Military Experience	1	4	12 ^e	5	6 ^e	9	5	5	4	3	12	8
Relocation (Net)	2	2	-	-	1	6	-	3	1	7	-	3
Treatment/Dicipline (Net)	-	4^e	-	-	2	2	5	-	-	-	4^m	3
Financial (Net)	1	-	4	-	-	-	-	5^{ij}	-	-	-	-
Miscellaneous												
Child Interested In Other Branch/Not Like/Want/Choose	5	2	8	5	8 ^{jl}	-	5	-	5	-	4	3
Don't Know/No Reason	18	11	31^f	21	16	15	14	16	19	13	15	11

* Caution: Small base size (≤ 30).

Letters indicate a significant difference at the 90% confidence level.



Military Branch Best as Career Choice on Specific Aspects - Army vs. Others

(By Guidance Counselor)

Close
Hold

Q.18 Would you say (attribute) best fits the Army, Navy, Air Force, or Marines?

	Army	Navy	Air Force	Marines
Base: Total	(300)	(300)	(300)	(300)
%	%	%	%	%
% "Best" Fit	(a)	(b)	(c)	(d)
Ordinary	71 ^{bcd}	8 ^{cd}	2	2
Accepts Anybody	64 ^{bcd}	5 ^c	1	5 ^c
Is A Last Resort As A Career Choice	46 ^{bcd}	10 ^c	5	19 ^{bc}
Will Likely End Up In Combat	42 ^{bc}	1	1	49 ^{bc}
Offers The Most Help In Paying For College	40 ^{bcd}	13 ^d	20 ^{bd}	3
Exposes You Most To Being Wounded Or Killed	39 ^{bc}	0	3 ^b	50 ^{abc}
Treats Minorities Fairly	30 ^{bcd}	16 ^d	18 ^d	9
Develops Teamwork Skills	28 ^{bc}	10	7	38 ^{abc}
Offers The Most Job Specialties	25 ^d	27 ^d	30 ^d	6
Treats Women Fairly	23 ^d	19 ^d	29 ^{bd}	5
Builds Real Leaders	19 ^b	8	13 ^b	42 ^{abc}
Develops The Qualities Needed To Be Successful In Life	18 ^b	11	29 ^{ab}	23 ^b
Develops Skills That Help A Person Get A Good Job When They Get Out	17 ^d	17 ^d	44 ^{abd}	7
Teaches Discipline	14 ^{bc}	3	2	65 ^{abc}
Offers The Best Benefits	14 ^d	12 ^d	32 ^{abd}	7
Sends You To Exciting Places	9	46 ^{acd}	20 ^{ad}	12
Requires Physical Toughness	9 ^{bc}	3 ^c	0	77 ^{abc}
Best Exemplifies Honor, Pride And Courage	9 ^b	5	6	67 ^{abc}
Has The Best Training Programs	8	13	39 ^{abd}	23 ^{ab}
Requires Mental Toughness	7 ^b	4	10 ^b	65 ^{abc}
Has High Standards For Getting In	4	7	57 ^{abd}	24 ^{ab}
Is On The Cutting Edge Of Technology	4	17 ^{ad}	66 ^{abd}	2
Elite	1	4 ^a	37 ^{ab}	47 ^{abc}

Army Mentioned Significantly More Often "As Best Fit"
 Army Mentioned As Often "As Best Fit"
 Army Mentioned Significantly Less Often "As Best Fit"

Note: Attributes are ranked by Army

Letters indicate a significant difference at the 90% confidence level.



Military Branch Best as Career Choice on Specific Aspects - Army vs. Others (By Teacher)

Close
Hold

Q.18 Would you say (attribute) best fits the Army, Navy, Air Force, or Marines?

	Army	Navy	Air Force	Marines
Base: Total	(156)	(156)	(156)	(156)
%	%	%	%	%
% "Best" Fit	(e)	(f)	(g)	(h)
Ordinary	77 ^{fgh}	6	2	2
Accepts Anybody	73 ^{fgh}	5 ^g	0	7 ^g
Will Likely End Up In Combat	49 ^{fg}	1	0	49 ^{fg}
Is A Last Resort As A Career Choice	49 ^{fgh}	13	8	23 ^{fg}
Exposes You Most To Being Wounded Or Killed	46 ^{fg}	0	3 ^f	47 ^{fg}
Offers The Most Help In Paying For College	43 ^{fgh}	8	21 ^{fh}	6
Treats Minorities Fairly	35 ^{fgh}	11	17	15
Develops Teamwork Skills	30 ^{fg}	18 ^g	6	33 ^{fg}
Treats Women Fairly	29 ^{fh}	15 ^h	35 ^{fh}	2
Offers The Most Job Specialties	22 ^h	22 ^h	40 ^{efh}	3
Builds Real Leaders	21 ^f	9	20 ^f	39 ^{efg}
Develops The Qualities Needed To Be Successful In Life	20 ^f	11	30 ^{ef}	25 ^f
Teaches Discipline	18 ^{fg}	1	2	68 ^{efg}
Develops Skills That Help A Person Get A Good Job When They Get Out	16 ^h	13 ^h	60 ^{efh}	3
Offers The Best Benefits	15 ^h	12 ^h	42 ^{efh}	6
Has The Best Training Programs	12	19	37 ^{efh}	20
Sends You To Exciting Places	12 ^h	54 ^{egh}	20 ^h	4
Is On The Cutting Edge Of Technology	10 ^h	16 ^h	66 ^{efh}	2
Requires Physical Toughness	9 ^{fg}	2	2	82 ^{efg}
Best Exemplifies Honor, Pride And Courage	7	3	6	75 ^{efg}
Requires Mental Toughness	3	5	19 ^{ef}	66 ^{efg}
Elite	2	6	38 ^{ef}	45 ^{ef}
Has High Standards For Getting In	1	5	62 ^{efh}	25 ^{ef}

	Army Mentioned <u>Significantly more Often</u> "As Best Fit"
	Army Mentioned <u>As Often</u> "As Best Fit"
	Army Mentioned <u>Significantly Less Often</u> "As Best Fit"

Note: Attributes are ranked by Army

Letters indicate a significant difference at the 90% confidence level.



Military Branch Best as Career Choice on Specific Aspects - Army vs. Others (By Coach)

Close
Hold

Q.18 Would you say (attribute) best fits the Army, Navy, Air Force, or Marines?

	Army	Navy	Air Force	Marines
Base: Total	(96)	(96)	(96)	(96)
%	%	%	%	%
% "Best" Fit	(i)	(j)	(k)	(l)
Ordinary	79 ^{jkl}	9	7	3
Accepts Anybody	77 ^{jkl}	2	1	13 ^{jk}
Offers The Most Help In Paying For College	53 ^{jkl}	10	19 ^l	7
Is A Last Resort As A Career Choice	51 ^{jkl}	10	4	32 ^{jk}
Develops Teamwork Skills	49 ^{jk}	5	4	40 ^{jk}
Treats Minorities Fairly	41 ^{jkl}	10	13	26 ^{jk}
Offers The Best Benefits	32 ^{jl}	15	31 ^{jl}	11
Offers The Most Job Specialties	31 ^l	34 ^l	33 ^l	1
Treats Women Fairly	30 ^l	26 ^l	36 ^l	4
Exposes You Most To Being Wounded Or Killed	30 ^{jk}	1	1	69 ^{ijk}
Will Likely End Up In Combat	29 ^{jk}	1	2	68 ^{ijk}
Develops The Qualities Needed To Be Successful In Life	28 ^j	10	25 ^j	30 ^j
Builds Real Leaders	25 ^j	8	15	47 ^{ijk}
Teaches Discipline	23 ^{jk}	0	5 ^j	69 ^{ijk}
Develops Skills That Help A Person Get A Good Job				
When They Get Out	19	21 ^l	46 ^{ijl}	10
Has The Best Training Programs	18	14	35 ^{ij}	28 ^j
Sends You To Exciting Places	16	54 ^{ikl}	14	11
Requires Mental Toughness	14 ^j	2	7	74 ^{ijk}
Best Exemplifies Honor, Pride And Courage	14 ^{jk}	1	4	79 ^{ijk}
Requires Physical Toughness	13 ^{jk}	1	0	83 ^{ijk}
Elite	10	8	24 ^{ij}	57 ^{ijk}
Is On The Cutting Edge Of Technology	5	19 ^{il}	69 ^{ijl}	4
Has High Standards For Getting In	4	10	47 ^{ij}	39 ^{ij}

	Army Mentioned <u>Significantly More Often</u> "As Best Fit"
	Army Mentioned <u>As Often</u> "As Best Fit"
	Army Mentioned <u>Significantly Less Often</u> "As Best Fit"

Note: Attributes are ranked by Army

Letters indicate a significant difference at the 90% confidence level.



Military Branch Best as Career Choice on Specific Aspects - Army vs. Others (By Clergy)

Close
Hold

Q.18 Would you say (attribute) best fits the Army, Navy, Air Force, or Marines?

	Army	Navy	Air Force	Marines
Base: Total	(138)	(138)	(138)	(138)
%	%	%	%	%
% "Best" Fit	(m)	(n)	(o)	(p)
Accepts Anybody	75 ^{nop}	4	2	6
Ordinary	69 ^{nop}	4	7	6
Is A Last Resort As A Career Choice	41 ^{nop}	11	6	25 ^{no}
Exposes You Most To Being Wounded Or Killed	38 ^{no}	0	0	61 ^{mno}
Will Likely End Up In Combat	34 ^{no}	0	1	64 ^{mno}
Offers The Most Job Specialties	33 ^{np}	20 ^p	30 ^p	3
Develops Teamwork Skills	33 ^{no}	22 ^o	4	27 ^o
Treats Minorities Fairly	33 ^{nop}	13	19	12
Offers The Most Help In Paying For College	30 ^{np}	11 ^p	27 ^{np}	2
Treats Women Fairly	23 ^p	15 ^p	42 ^{mnp}	5
Develops Skills That Help A Person Get A Good Job When They Get Out	22 ^p	26 ^p	33 ^{mp}	10
Builds Real Leaders	16	10	9	49 ^{mno}
Teaches Discipline	15 ^{no}	4	2	69 ^{mno}
Develops The Qualities Needed To Be Successful In Life	14	19	31 ^{mnp}	17
Requires Physical Toughness	12 ^{no}	1	1	82 ^{mno}
Offers The Best Benefits	12	14	34 ^{mnp}	8
Has The Best Training Programs	11	17	28 ^{mn}	27 ^{mn}
Requires Mental Toughness	9	8	14	60 ^{mno}
Best Exemplifies Honor, Pride And Courage	9	4	4	76 ^{mno}
Sends You To Exciting Places	8	64 ^{mop}	13 ^p	6
Is On The Cutting Edge Of Technology	7 ^p	29 ^{mp}	55 ^{mnp}	1
Elite	5	7	21 ^{mn}	62 ^{mno}
Has High Standards For Getting In	1	11 ^m	48 ^{mn}	39 ^{mn}

	Army Mentioned <u>Significantly More Often</u> "As Best Fit"
	Army Mentioned <u>As Often</u> "As Best Fit"
	Army Mentioned <u>Significantly Less Often</u> "As Best Fit"

Note: Attributes are ranked by Army

Letters indicate a significant difference at the 90% confidence level.



Perceptions of the Army as Career Choice

(By Total)

Close
Hold

Q.18 For each one, please tell me which service branch best fits that word or phrase. Would you say that best fits the Army, Navy, Air Force, or Marines?

	Weighted Total			
	Guid. Cnslr. (300)	Teacher (156)	Coach (96)	Clergy (138)
Base: Total				
Ordinary	1	1	1	2
Accepts Anybody	2	2	2	1
Is A Last Resort As A Career Choice	3	4	4	3
→ Will Likely End Up In Combat	4	3	11	5
Offers The Most Help In Paying For College	5	6	3	9
Exposes You Most To Being Wounded Or Killed	6	5	10	4
Treats Minorities Fairly	7	7	6	8
Develops Teamwork Skills	8	8	5	7
→ Offers The Most Job Specialties	9	10	8	6
Treats Women Fairly	10	9	9	10
Builds Real Leaders	11	11	13	12
→ Develops The Qualities Needed To Be Successful In Life	12	12	12	14
→ Develops Skills That Help A Person Get A Good Job When They Get Out	13	14	15	11
Teaches Discipline	14	13	14	13
Offers The Best Benefits, Such As Health Care, Retirement And Vacation	15	15	7	16
Requires Physical Toughness	16	19	20	15
→ Best Exemplifies Honor, Pride And Courage	17	20	19	19
Sends You To Exciting Places	18	16	17	20
Has The Best Training Programs	19	17	16	17
Requires Mental Toughness	20	21	18	18
Has High Standards For Getting In	21	23	23	23
Is On The Cutting Edge Of Technology	22	18	22	21
Elite	23	22	21	22



Perceptions of the Army as Career Choice

(By Total)

Close
Hold

Q.18 For each one, please tell me which service branch best fits that word or phrase. Would you say that best fits the Army, Navy, Air Force, or Marines?

	Weighted Total			
	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Total	(300)	(156)	(96)	(138)
	%	%	%	%
	(a)	(b)	(c)	(d)
Ordinary	71	77	79 ^d	69
Accepts Anybody	64	73 ^a	77 ^a	75 ^a
Is A Last Resort As A Career Choice	46	49	51	41
Will Likely End Up In Combat	42 ^{cd}	49 ^{cd}	29	34
Offers The Most Help In Paying For College	40 ^d	43 ^d	53 ^{ad}	30
Exposes You Most To Being Wounded Or Killed	39	46 ^c	30	38
Treats Minorities Fairly	30	35	41 ^a	33
Develops Teamwork Skills	28	30	49 ^{abd}	33
Offers The Most Job Specialties	25	22	31	33 ^{ab}
Treats Women Fairly	23	29	30	23
Builds Real Leaders	19	21	25 ^d	16
Develops The Qualities Needed To Be Successful In Life	18	20	28 ^{ad}	14
Develops Skills That Help A Person Get A Good Job When They Get Out	17	16	19	22
Teaches Discipline	14	18	23 ^a	15
Offers The Best Benefits, Such As Health Care, Retirement And Vacation	14	15	32 ^{abd}	12
Sends You To Exciting Places	9	12	16 ^{ad}	8
Requires Physical Toughness	9	9	13	12
Best Exemplifies Honor, Pride And Courage	9	7	14 ^b	9
Has The Best Training Programs	8	12	18 ^a	11
Requires Mental Toughness	7 ^b	3	14 ^{ab}	9 ^b
Has High Standards For Getting In	4 ^d	1	4	1
Is On The Cutting Edge Of Technology	4	10 ^a	5	7
Elite	1	2	10 ^{ab}	5 ^a

Note: Attributes are ranked by Total Guidance Counselors
Letters indicate a significant difference at the 90% confidence level.



Perceptions of the Navy as Career Choice

(By Total)

Close
Hold

Q.18 For each one, please tell me which service branch best fits that word or phrase. Would you say that best fits the Army, Navy, Air Force, or Marines?

	Weighted Total			
	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Total	(300)	(156)	(96)	(138)
	%	%	%	%
	(a)	(b)	(c)	(d)
Sends You To Exciting Places	46	54 ^a	54	64 ^{ab}
Offers The Most Job Specialties	27 ^d	22	34 ^{bd}	20
Treats Women Fairly	19	15	26 ^{abd}	15
Develops Skills That Help A Person Get A Good Job When They Get Out	17	13	21 ^b	26 ^{ab}
Is On The Cutting Edge Of Technology	17	16	19	29 ^{abc}
Treats Minorities Fairly	16	11	10	13
Has The Best Training Programs	13	19 ^a	14	17
Offers The Most Help In Paying For College	13	8	10	11
Offers The Best Benefits, Such As Health Care, Retirement And Vacation	12	12	15	14
Develops The Qualities Needed To Be Successful In Life	11	11	10	19 ^{abc}
Is A Last Resort As A Career Choice	10	13	10	11
Develops Teamwork Skills	10	18 ^{ac}	5	22 ^{ac}
Ordinary	8	6	9	4
Builds Real Leaders	8	9	8	10
Has High Standards For Getting In	7	5	10	11 ^b
Accepts Anybody	5	5	2	4
Best Exemplifies Honor, Pride And Courage	5 ^c	3	1	4
Elite	4	6	8	7
Requires Mental Toughness	4	5	2	8 ^{ac}
Teaches Discipline	3 ^c	1	-	4 ^{bc}
Requires Physical Toughness	3	2	1	1
Will Likely End Up In Combat	1	1	1	0
Exposes You Most To Being Wounded Or Killed	0	0	1	0

Note: Attributes are ranked by Total Guidance Counselors
Letters indicate a significant difference at the 90% confidence level.



Perceptions of the Air Force as Career Choice (By Total)

Close
Hold

Q.18 For each one, please tell me which service branch best fits that word or phrase. Would you say that best fits the Army, Navy, Air Force, or Marines?

	Weighted Total			
	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Total	(300)	(156)	(96)	(138)
	%	%	%	%
	(a)	(b)	(c)	(d)
Is On The Cutting Edge Of Technology	66 ^d	66 ^d	69 ^d	55
Has High Standards For Getting In	57 ^d	62 ^{cd}	47	48
Develops Skills That Help A Person Get A Good Job When They Get Out	44 ^d	60 ^{acd}	46 ^d	33
Has The Best Training Programs	39 ^d	37	35	28
Elite	37 ^{cd}	38 ^{cd}	24	21
Offers The Best Benefits, Such As Health Care, Retirement And Vacation	32	42 ^{ac}	31	34
Offers The Most Job Specialties	30	40 ^{ad}	33	30
Treats Women Fairly	29	35	36	42 ^a
Develops The Qualities Needed To Be Successful In Life	29	30	25	31
Offers The Most Help In Paying For College	20	21	19	27
Sends You To Exciting Places	20	20	14	13
Treats Minorities Fairly	18	17	13	19
Builds Real Leaders	13	20 ^{ad}	15	9
Requires Mental Toughness	10	19 ^{ac}	7	14
Develops Teamwork Skills	7	6	4	4
Best Exemplifies Honor, Pride And Courage	6	6	4	4
Is A Last Resort As A Career Choice	5	8	4	6
Exposes You Most To Being Wounded Or Killed	3 ^d	3 ^d	1	0
Teaches Discipline	2	2	5	2
Ordinary	2	2	7 ^{ab}	7 ^{ab}
Accepts Anybody	1	0	1	2
Will Likely End Up In Combat	1	0	2	1
Requires Physical Toughness	0	2 ^a	-	1

Note: Attributes are ranked by Total Guidance Counselors
Letters indicate a significant difference at the 90% confidence level.



Perceptions of the Marines as Career Choice (By Total)

Close
Hold

Q.18 For each one, please tell me which service branch best fits that word or phrase. Would you say that best fits the Army, Navy, Air Force, or Marines?

	Weighted Total			
	Guid. Cnslr. (300) % (a)	Teacher (156) % (b)	Coach (96) % (c)	Clergy (138) % (d)
Base: Total				
Requires Physical Toughness	77	82	83	82
Best Exemplifies Honor, Pride And Courage	67	75 ^a	79 ^a	76 ^a
Teaches Discipline	65	68	69	69
Requires Mental Toughness	65	66	74 ^d	60
Exposes You Most To Being Wounded Or Killed	50	47	69 ^{ab}	61 ^{ab}
Will Likely End Up In Combat	49	49	68 ^{ab}	64 ^{ab}
Elite	47	45	57 ^{ab}	62 ^{ab}
Builds Real Leaders	42	39	47	49 ^b
Develops Teamwork Skills	38 ^d	33	40 ^d	27
Has High Standards For Getting In	24	25	39 ^{ab}	39 ^{ab}
Develops The Qualities Needed To Be Successful In Life	23	25	30 ^d	17
Has The Best Training Programs	23	20	28	27
Is A Last Resort As A Career Choice	19	23	32 ^a	25
Sends You To Exciting Places	12 ^{bd}	4	11 ^b	6
Treats Minorities Fairly	9	15 ^a	26 ^{abd}	12
Develops Skills That Help A Person Get A Good Job When They Get Out	7 ^b	3	10 ^b	10 ^b
Offers The Best Benefits, Such As Health Care, Retirement And Vacation	7	6	11 ^b	8
Offers The Most Job Specialties	6 ^c	3	1	3
Treats Women Fairly	5	2	4	5
Accepts Anybody	5	7	13 ^{abd}	6
Offers The Most Help In Paying For College	3	6 ^d	7 ^d	2
Ordinary	2	2	3	6 ^{ab}
Is On The Cutting Edge Of Technology	2	2	4 ^d	1

Note: Attributes are ranked by Total Guidance Counselors
Letters indicate a significant difference at the 90% confidence level.

ROTC Evaluation (Among Guidance Counselors)

Discussions With Prospects

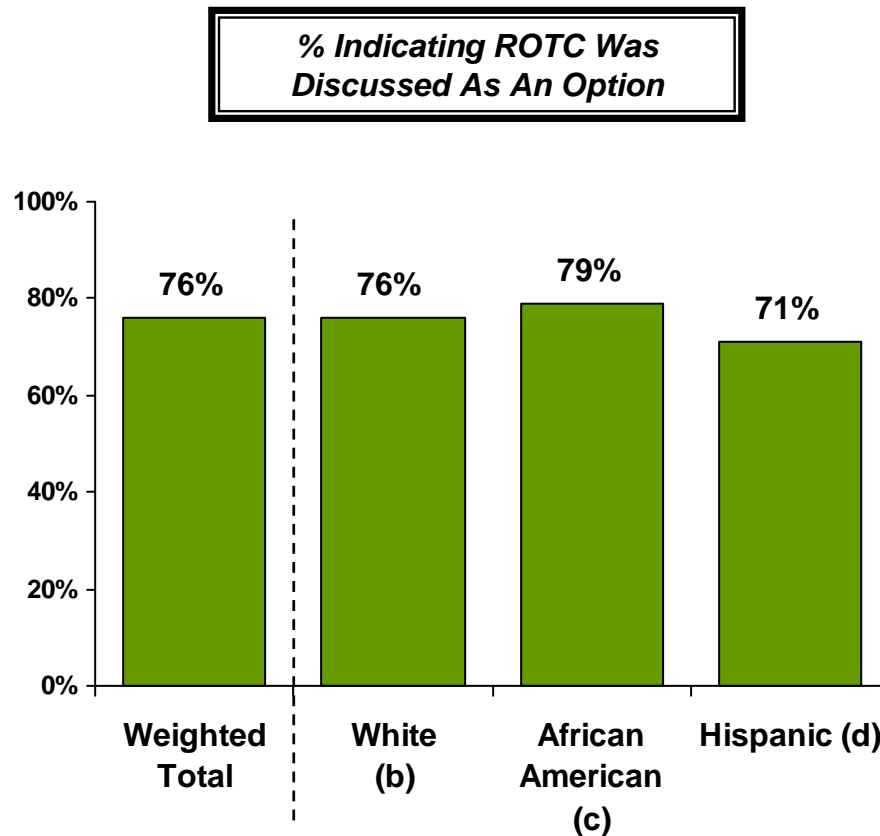


Incidence of Discussion About ROTC (Among Guidance Counselors Only)

Close
Hold

Q.19

In any of your discussions during the current school year with these students about their future plans, was the college Army ROTC program talked about as an option to consider?



Q19 Base: (Weighted Total n=178, White n=63, African American n=63, Hispanic n=51)

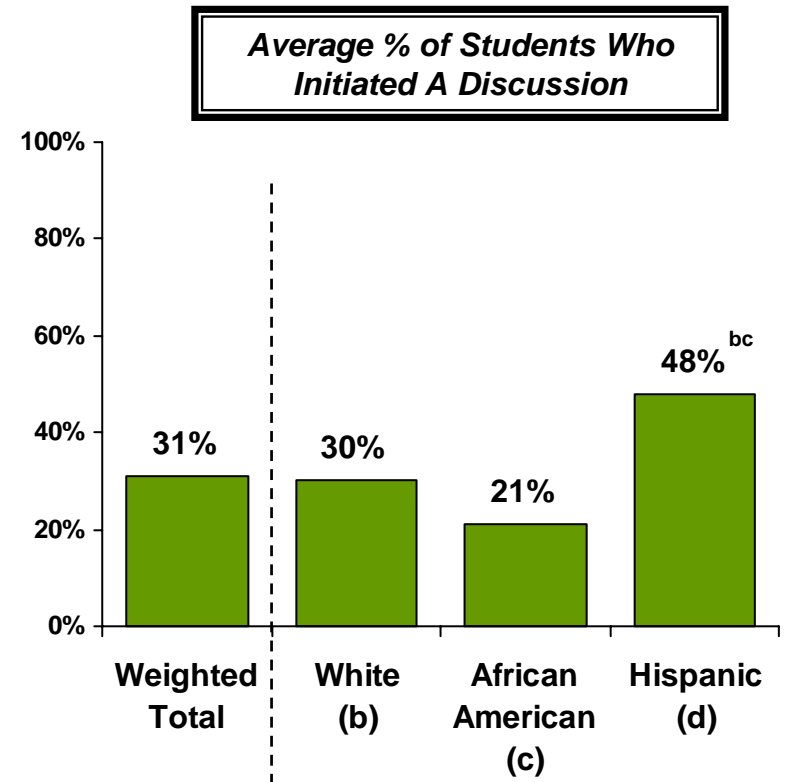
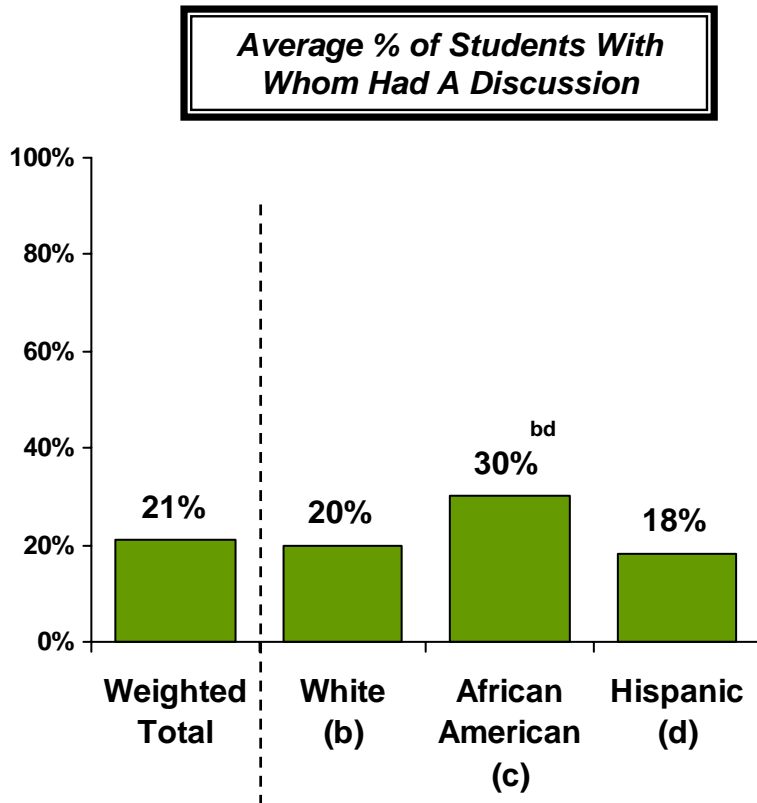
Letters indicate a significant difference at the 90% confidence level.



Incidence of Discussion About ROTC (Among Guidance Counselors Only) *(continued)*

Close
Hold

Q.19A/B With approximately what percent of the students did a discussion take place about the college Army ROTC program? Of those that you had a discussion with about the college Army ROTC program, approximately what percent initiated the discussion themselves?



Q19A Base: (Total n=178, White n=63, African American n=63, Hispanic n=51)

Q19B Base: (Total n=132, White n=47, African American n=49, Hispanic n=35)

Letters indicate a significant difference at the 90% confidence level.

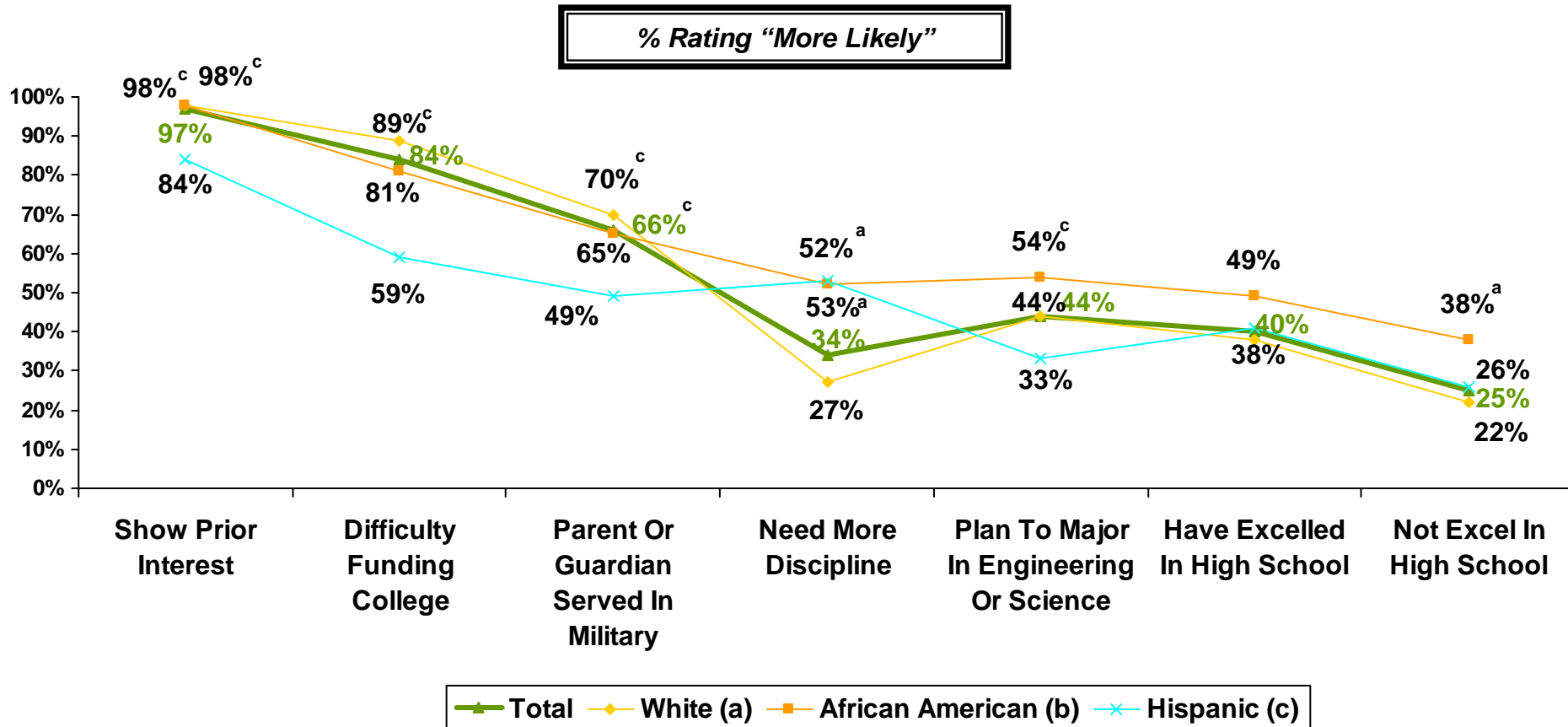


Type of Student Fit With ROTC

(Among Guidance Counselors Only)

Close
Hold

Q.20 For each of the following **types** of college-bound (Caucasian or White/African American or Black/Hispanic or Latino) students, please tell me whether YOU are more likely, less likely, or neither more or less likely to initiate a discussion about the Army ROTC with this type of student.



Base: (Total n=178, White n=63, African American n=63, Hispanic n=51)
Letters indicate a significant difference at the 90% confidence level.

ROTC Program Awareness/Image



What Know About ROTC

(Among Guidance Counselors Only)

Close
Hold

Q.21 What, if anything, do you know about the college Army ROTC program? Anything else?

	Wgtd Total	White	African American	Hispanic
Base: Selected Guidance Counselor	(178)	(63)	(63)	(51)
	%	%	%	%
		(b)	(c)	(d)
<u>Opportunities (Net)</u>	38	38	40	35
<u>Benefits (Sub-Net)</u>	23	22	29	24
Commissioned For Officer/Leadership Position	15	16	16	10
Advanced Rank/Level	2	-	8 ^b	6 ^b
Discipline/Responsibility	1	-	8 ^b	2
<u>Education (Sub-Net)</u>	19	21	14	14
Offered At (Specific) Schools	8	8	5	8
College Military Program	5	6	2	4
(Specific) Grades/Scores To Participate	4	5	3	-
<u>Financial (Net)</u>	27	25	44^{bd}	18
Offers Funding/Tuition/Scholarship For				
College/Education	26	25	38 ^d	16
Better/High(er) Pay	1	-	6 ^b	2
<u>Requirements (Net)</u>	21	22^d	25^d	8
Requires Commitment/Time To Military	16	18 ^d	21 ^d	6
Qualification/Requirement To Participate	6	6	6	2
<u>Training (Net)</u>	8	8	6	12
Training/Extra/Special Training	5	5	3	10
<u>Information (Net)</u>	7	8	3	8
Information From Recruiters	6	6	2	6
Receive Literature	5	6 ^{cd}	-	-
<u>Miscellaneous</u>				
Know Someone Participating	10	13 ^c	3	4
Nothing/Don't Know	24	22	21	39^{bc}



Perceived Differences Between ROTC and Enlisted (Among Guidance Counselors Only)

Close
Hold

Q.22/22A Are you aware of any differences between regular enlistment in the Army and entering the Army as a college ROTC graduate? What differences are you aware of? Any others?

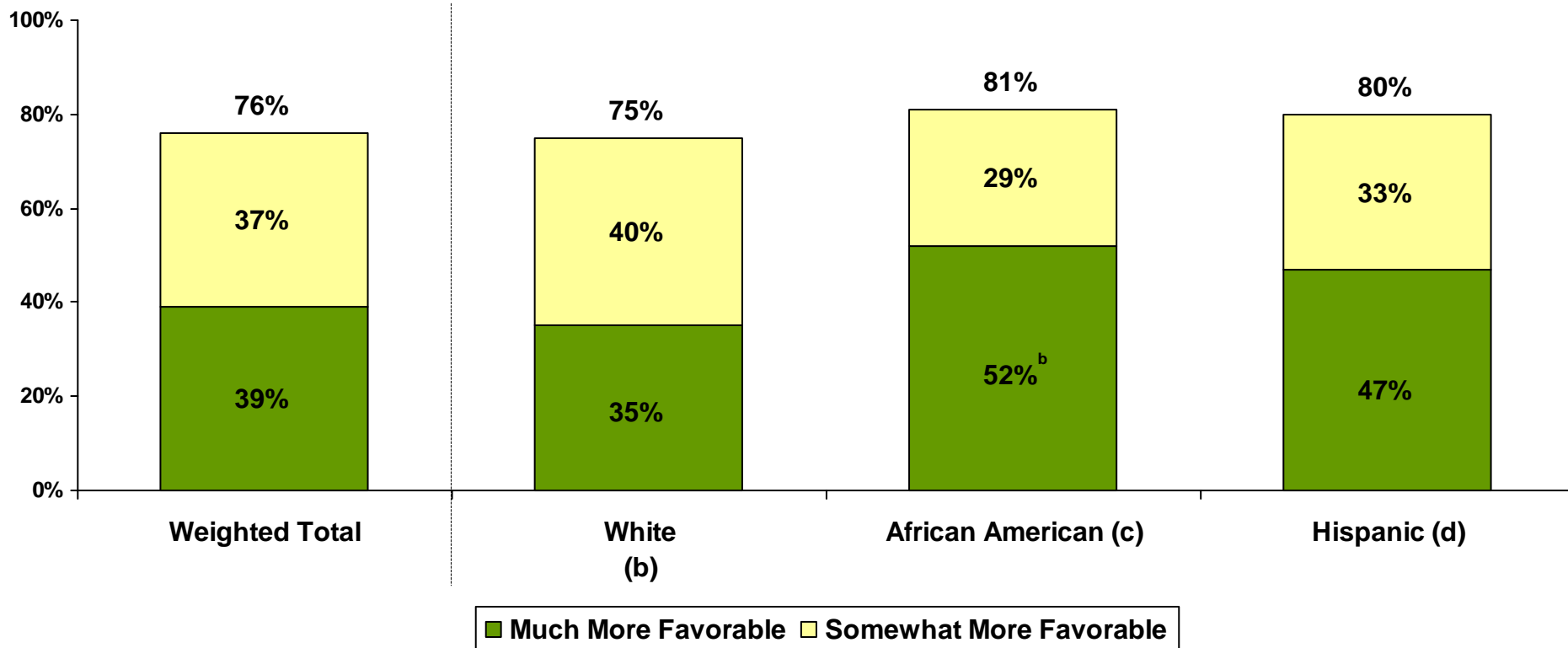
	Wgtd Total	White	African American	Hispanic
Base: Selected Guidance Counselor	(178) %	(63) %	(63) %	(51) %
		(b)	(c)	(d)
% Aware of Differences	82	83	91 ^d	71
<hr/>				
Base: Aware Of Any Differences Between Regular Enlistment And Entering The Army As A College ROTC Graduate	(146) %	(52) %	(57) %	(36) %
<u>Opportunities (Net)</u>	82	81	81	94 ^{bc}
<u>Rank (Sub-Net)</u>	75	73	74	86
Start As Officer/Lieutenant vs. Private/Leadership Position	50	52	42	44
Rank/Enlistment Rank/Level Is Higher	27	23	32	44 ^b
<u>Education (Sub-Net)</u>	6	6	7	8
<u>Career (Sub-Net)</u>	4	4	5	3
More Career Opportunities	4	4	5	3
<u>General Opportunities (Sub-Net)</u>	5	6	5	3
More Options/Choices	4	4	5	3
<u>Financial (Net)</u>	29	31	25	19
Better/Higher Pay Scale (With ROTC/Degree)	23	25	18	19
<u>Training (Net)</u>	12	14	7	6
Higher Level/Officer Training	6	8 ^{cd}	-	-
(Specific) Training/Camp	3	2	5	6
<u>Commitment (Net)</u>	10	12	5	3
Length Of Commitment Required	7	8	5	3
<u>Don't Know</u>	2	2	4	-



Comparison of ROTC and Enlisted Program (Among Guidance Counselors Only)

Close
Hold

Q.23 Compared to regular enlistment in the Army, would you say your attitude toward entering the Army as a college ROTC graduate is . . . ?



Base: (Total n=178, White n=63, African American n=63, Hispanic n=51)
Letters indicate a significant difference at the 90% confidence level.



Reasons ROTC is More Favorable (Among Guidance Counselors Only)

Close
Hold

Q.23A Why are you more favorable toward entering the Army as a college ROTC graduate?

	Total	White	African American	Hispanic
Base: Much/Somewhat More Favorable Towards College Army ROTC Program	(136) %	(47) % (b)	(51) % (c)	(41) % (d)
<u>Benefits (Net)</u>	<u>44</u>	<u>43</u>	<u>53</u>	<u>44</u>
Commissioned At Officer Level/Status	18	17	31 ^d	12
Enlisting Rank/Higher Rank/Level	15	15	12	17
(Better/More) Benefits (N.S.)	7	9	2	5
Leadership	5	4	10	5
<u>Opportunities (Net)</u>	<u>37</u>	<u>34</u>	<u>51</u> ^b	<u>37</u>
<u>Education (Sub-Net)</u>	<u>19</u>	<u>17</u>	<u>28</u>	<u>20</u>
Completed College/Education/Have (College) Degree	17	15	22	20
<u>Career (Sub-Net)</u>	<u>9</u>	<u>11</u>	<u>8</u>	<u>5</u>
More/Better Job/Career Opportunities	9	11	8	5
<u>General Opportunities (Sub-Net)</u>	<u>13</u>	<u>11</u>	<u>20</u>	<u>15</u>
(Better/More) Opportunities (N.S.)	12	11	18	15
<u>Financial (Net)</u>	<u>19</u>	<u>19</u>	<u>28</u> ^d	<u>12</u>
Better Pay/More Money	19	19	24	12
<u>Training (Net)</u>	<u>9</u>	<u>11</u>	<u>6</u>	<u>5</u>
Training/Higher Level Training/Officer Training	9	11	6	5
<u>Miscellaneous</u>				
Experience/Skills/Better Prepared	14	13	18	15
<u>Don't Know/No Reason</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>



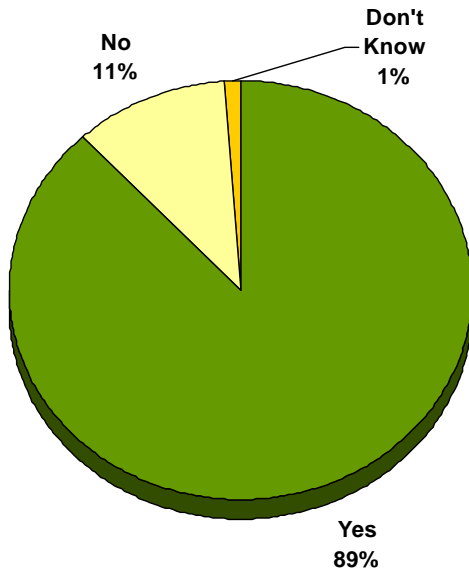
Awareness of ROTC Benefits

(Among Guidance Counselors Only)

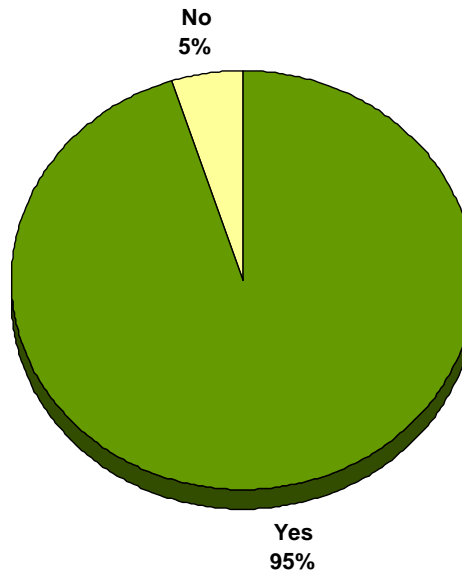
Close
Hold

Q.23C/24/25 Are you aware that, after completing the college ROTC program, you enter the Army as an officer? Are you aware that the college Army ROTC program has scholarships for students? Are you aware that the Army ROTC has a nursing program?

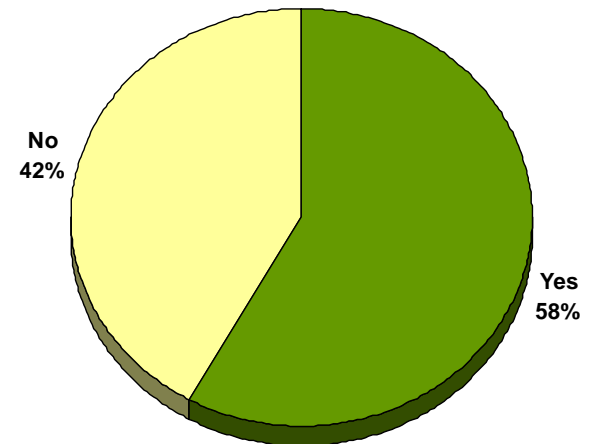
Aware Entering As An Officer



Aware Of Scholarships



Aware Of Nursing Program





Knowledge about ROTC Scholarships

(Among Guidance Counselors Only)

Close
Hold

Q.24A What, if anything, do you know about these ROTC scholarships?

	Wgtd Total	White	African American	Hispanic
Base: Respondent Knows About ROTC Scholarships	(169) %	(61) % (b)	(56) % (c)	(46) % (d)
<u>Financial (Net)</u>	<u>34</u>	<u>34</u>	<u>41</u>	<u>26</u>
Helps Pay For (Specific Amount Of) School/ College Tuition	29	31	25	17
Large/Full Scholarships	6	5	11	7
<u>Requirements (Net)</u>	<u>21</u>	<u>21</u>	<u>27</u>	<u>15</u>
(Specific) Qualification/Test/Required	12	12	18 ^d	7
Obligated/Committed Time To School/Military	7	7	13	4
<u>Miscellaneous</u>				
They Are Available	17	18 ^c	7	20 ^c
Offer Choice Of College	5	5	9 ^d	-
(Specific) Grace Period	2	2	5	-
Don't Know	23	20	27	39 ^b

Discussions With Parents

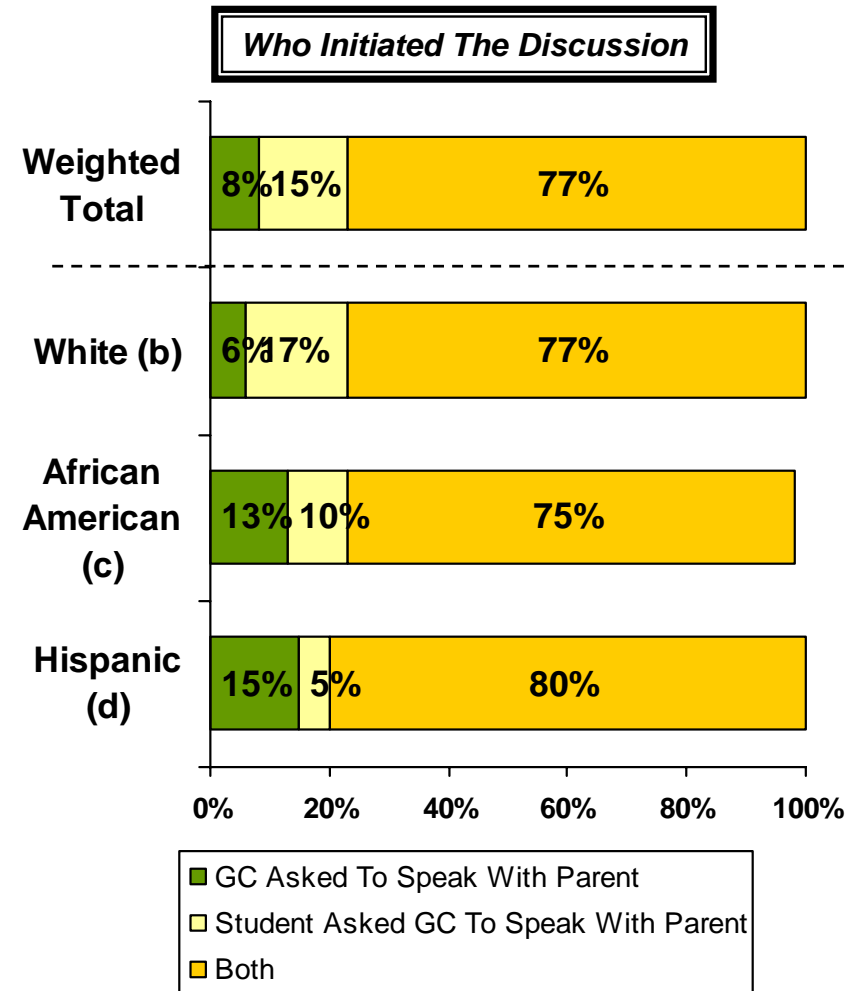
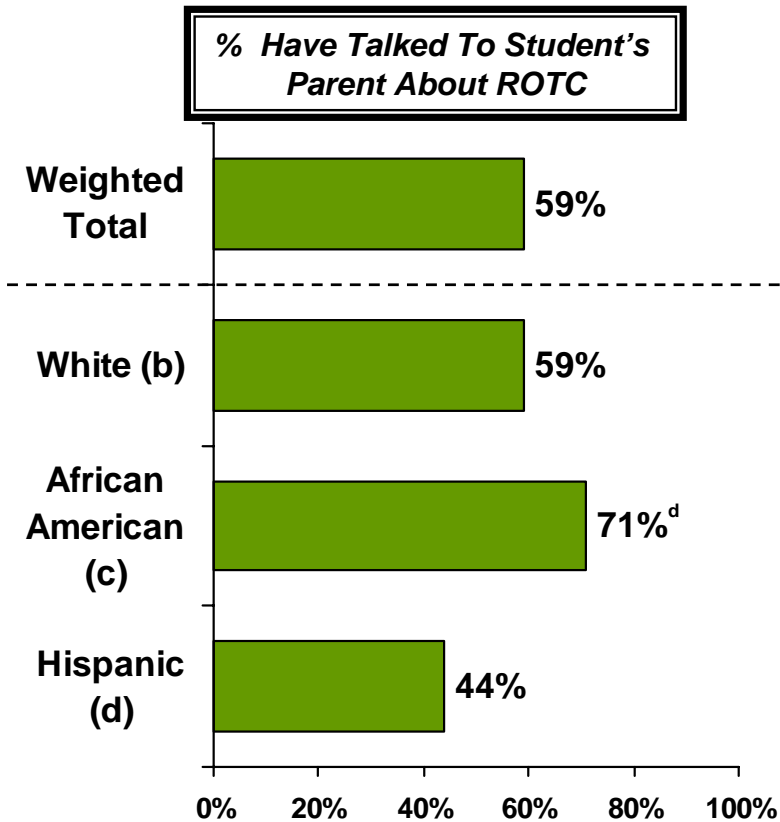


Talking to Parents about ROTC Scholarships

(Among Guidance Counselors Only)

Close
Hold

Q.24B/C Have you ever talked to a student's parents about pursuing a college Army ROTC scholarship? In those instances, did you ask to speak to the student's parents, did the student ask you to speak to them, or have both occurred?



Q24 Base: (Aware of ROTC Program: Weighted Total n=169, White n= 61, African American n= 56, Hispanic n= 46)

Q25 Base: (Aware of ROTC Program & Spoke With Parent: Weighted Total n=99, White n= 36, African American n= 40,

Hispanic n= 20 -Caution, small base)

Letters indicate a significant difference at the 90% confidence level.

Resource Materials

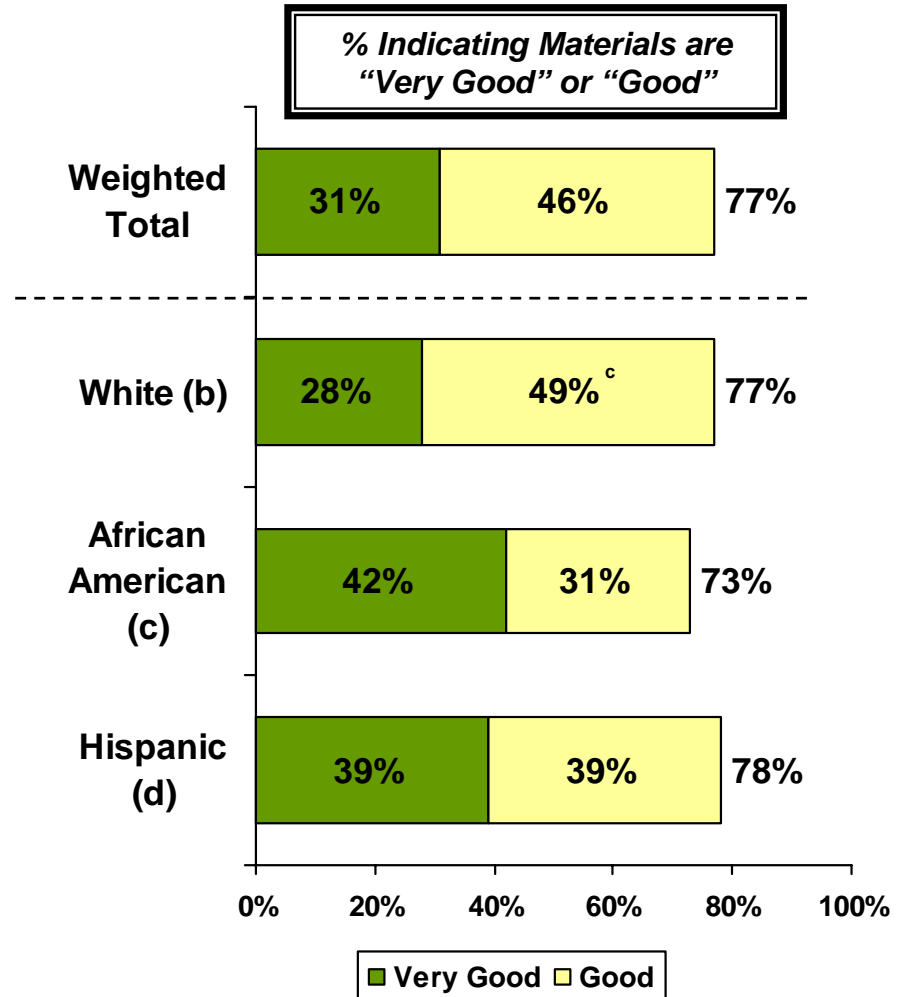
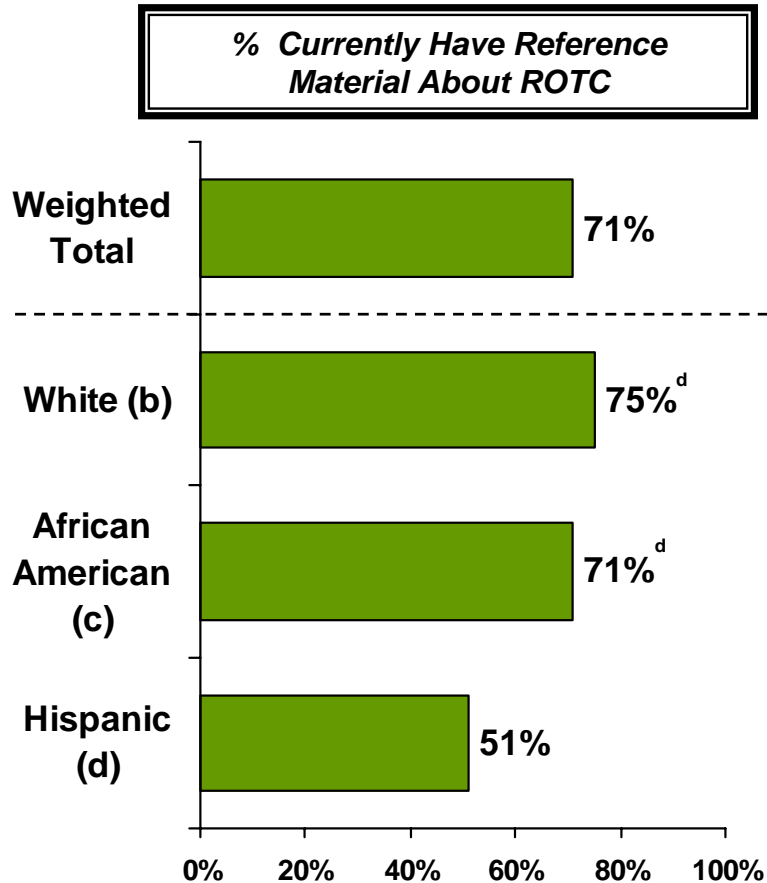


Resource Materials for ROTC

(Among Guidance Counselors Only)

Close
Hold

Q.26/26A Do you currently have reference or resource materials available about the college Army ROTC program? How good are those materials in helping you to describe and answer questions about the college Army ROTC program to students or their parents?



Q26 Base: (Weighted Total n=178, White n=63, African American n=63, Hispanic n=51)

Q26A Base: (Weighted Have Reference/material Available n=127, White n=47, African American n=45, Hispanic n=26)

Letters indicate a significant difference at the 90% confidence level.

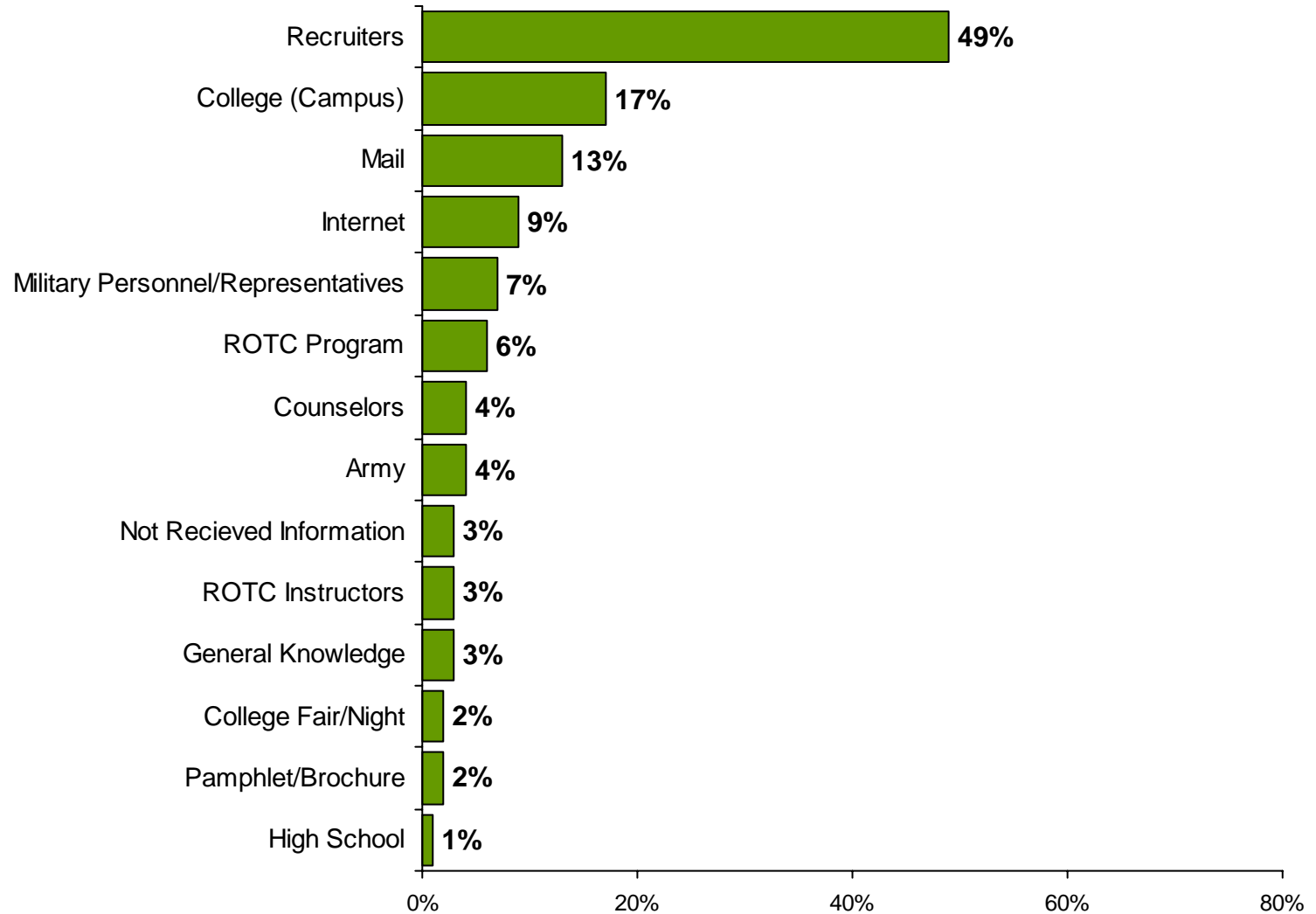


Resource Materials for ROTC

(Among Guidance Counselors Only)

Close
Hold

Q.27 Where have you gotten information about the college Army ROTC program? Anywhere else?





Resource Materials for ROTC

(Among Guidance Counselors Only)

Close
Hold

Q.27 Where have you gotten information about the college Army ROTC program? Anywhere else?

	Wgtd Total	White	African American	Hispanic
Base: Selected Guidance Counselor	(178)	(63)	(63)	(51)
	%	%	%	%
		(b)	(c)	(d)
Recruiters	49	51 ^d	57 ^d	33
College (Campus)	17	19	10	10
Mail	13	14	13	8
Other Comments	11	11	11	8
Internet	9	8	18 ^d	6
Military Personnel/Representatives	7	6	16 ^{bd}	2
ROTC Program	6	5	8	14 ^b
Counselors	4	5	2	2
Army	4	5	2	2
Not Recieved Information	3	2	2	14 ^{bc}
ROTC Instructors	3	2	6	6
General Knowledge	3	2	3	8
College Fair/Night	2	2	3	6
Pamphlet/Brochure	2	2	-	8 ^c
High School	1	-	5 ^b	4
Don't Know	4	5	2	2



Website Awareness and Usage

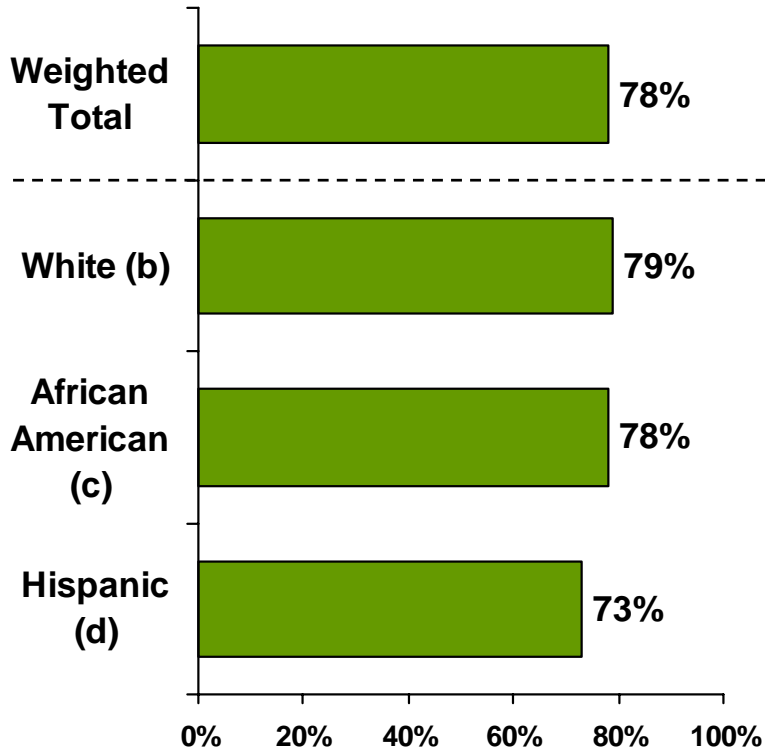
(Among Guidance Counselors Only)

Close
Hold

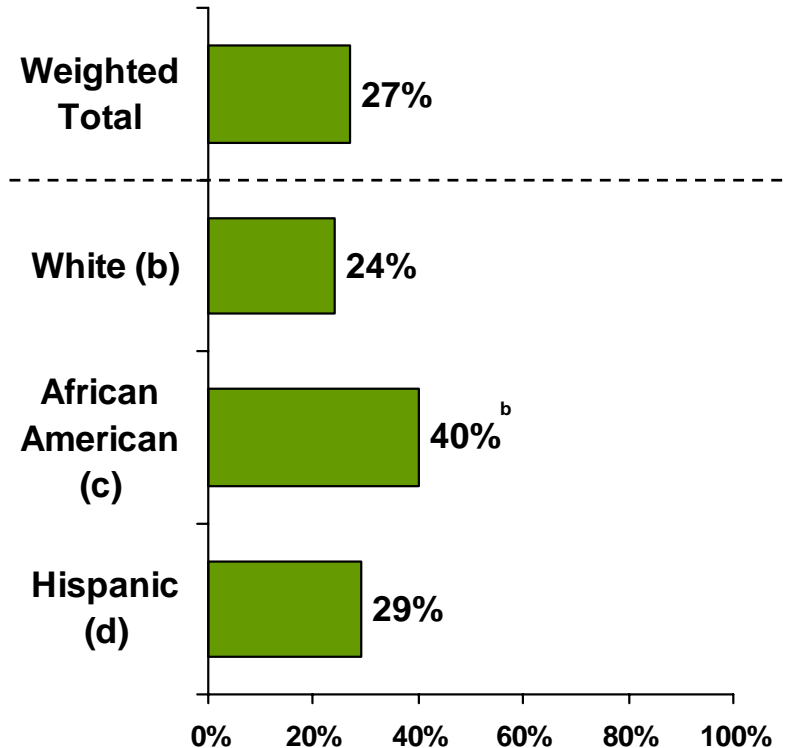
Q.27A/B

Have you ever used any of the Army Internet websites to obtain information about the college Army ROTC program? Were you aware that the Army has websites where you can obtain such information?

**% Aware Army Has Websites For
Information About ROTC**



**% Have Used Army Websites For
Information About ROTC**



Q27A Base: (Weighted Total n=178, White n=63, African American n=63, Hispanic n=51)

Q27B Base: (Weighted Total n=178, White n=63, African American n=63, Hispanic n=51)

Letters indicate a significant difference at the 90% confidence level.



Resource Materials for ROTC

(Among Guidance Counselors Only)

Close
Hold

Q.28/29 Which of the following types of information about the college Army ROTC program would you be interested in receiving? In what form or forms would you like to receive such information about the college Army ROTC program?

	<u>Wgtd Total</u>	<u>White</u>	<u>African American</u>	<u>Hispanic</u>
Base: Selected Guidance Counselor	(178)	(63)	(63)	(51)
	%	%	%	%
		(b)	(c)	(d)
Whether Or Not Interested In Receiving The Following Information About The College Army ROTC Program				
ROTC Nursing Program	93	94	95	90
ROTC Scholarship Programs	93	92	95	92
ROTC Benefits Versus Regular Army Enlistment	92	92	94	88
ROTC Enrollment Requirements	92	94 ^d	92 ^d	80
ROTC Career Paths	92	91	97	92
Military Service Obligations After Graduation	91	92	91	86
Not Interested In Any	6	6	2	6
Base: Guidance Counselor Who Are Interested In Features		(59)	(62)	(48)
	%	%	%	%
Preferred Form Or Forms That The College Army ROTC Information Would Be Received In				
Pamphlets	95	95	97	92
Posters	75	76	73	69
Books	70	71	71	63
CDs	69	73 ^d	66	54
Videos	64	61	69	71
E-Mail Documents	49	49	52	46
Tapes	36	37	42 ^d	23

Demographic Summary



Demographic Summary

	Weighted Total			
	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Total Minus Refused	(299)	(156)	(96)	(138)
	%	%	%	%
	(a)	(b)	(c)	(d)
Education				
High School Graduate	-	-	0	1
Some College Or Associate's Degree	1	1	3 ^a	13 ^{abc}
College Graduate	8	30 ^a	31 ^a	31 ^a
Post College Graduate	92 ^{bcd}	69 ^d	66 ^d	55
Base: Total Minus Refused	(294)	(152)	(96)	(138)
Age				
30 Or Under	10 ^b	4	16 ^b	18 ^{ab}
31-40	16	23 ^a	23	21
41-50	30	25	30	30
51-60	38 ^{cd}	41 ^{cd}	27	22
61+	6	8	4	11 ^c
Base: Total Minus Refused	(297)	(156)	(96)	(-)
Whether Or Not Have Children 16 To 22 Years Of Age				
Yes	36	41	34	-
No	65	59	66	-
Base: Total Minus Refused	(299)	(156)	(96)	(138)
Whether Or Not You Or Any Family Member Served In The Military				
Yes	78	77	83	83
No	22	24	17	17



Demographic Summary *(continued)*

QS.D1-D5B

	Weighted Total			
	Guid. Cnslr.	Teacher	Coach	Clergy
Base: Self/Family Member Served In Military Minus Refused	(234)	(119)	(80)	(114)
	%	%	%	%
	(a)	(b)	(c)	(d)
Person Who Served In The Military				
Father	51 ^d	47	49	38
Brother	24	28	23	27
Husband	17 ^{cd}	21 ^{cd}	1	2
Self/Respondent	9	14	17 ^a	13
Mother	4 ^d	1	2	-
Sister	2 ^b	-	2	3 ^b
Son	2	5	9 ^a	5
Wife	0	-	-	-
Daughter	-	0	-	1
Other Relative	36	41	38	61 ^{abc}
Base: Self/Family Member Served In Military Minus Refused	(231)	(119)	(78)	(112)
Branch(es) Of Military Self/Family Member Served				
Army	61	64	67	63
Air Force	35	33	27	42 ^c
Navy	26	38 ^a	33	43 ^a
Marines	17	20	17	23